



**SudburyROCKS!!! Race, Run, or Walk for Diabetes**  
**Presented by Ionic Engineering**



If your goal is to be the first to cross the finish line, go for it!

But if all you want to do is participate in an event that helps change the lives of the millions of Canadians living with diabetes, take your time. Walk or run... it's up to you!

The key is to have fun and make it across the finish line.  
All you have to do is show up with the will and determination to make a difference.

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## About the Sudbury Rocks Running Club

The Sudbury Rocks Running Club began to take form in 1998 when a small core group started running and training together on a regular basis. By 2000, our numbers had grown considerable and a weekly e-mail newsletter was instituted to provide the latest in running news to the group. By 2002, membership had grown to over 70 members. It then became apparent that a website was necessary if we were going to meet our objective of bringing fitness to more people.

Our mission statement is to “encourage and support the development of public participation in running for fitness, health and enjoyment.”

As many members of the Sudbury Rocks Running Club have family members affected by diabetes, and Diabetes Canada has embraced a proactive approach to keeping people with diabetes healthy, as well as preventing future cases of type 2 diabetes through a variety of programs, including Team Diabetes, the Sudbury Rocks Running Club chose Diabetes Canada as the recipient charity for this event.

## About Diabetes Canada

Diabetes Canada works across the country to promote the health of Canadians and eliminate diabetes through a strong nationwide network of volunteers, employees, healthcare professionals, researchers, partners, and supporters.

For more than 60 years, Diabetes Canada has provided leadership in raising the profile of diabetes, improving the lives of those living with the disease, providing essential information to those at risk and accelerating the search for a cure through the funding of world-class research.

With a presence in over 150 communities in Canada, its Public Programs & Services teams deliver innovative, quality programs and services that support, empower and motivate people to adopt healthier lifestyles leading to improved prevention and management of diabetes. Public programs and services include summer camps for children living with type 1 diabetes, community education presentations and expos, as well as educational programs for children and youth.

## About Diabetes

### Diabetes has reached epidemic proportions:

- 11 million Canadians currently have diabetes or prediabetes.
- That represents almost 1/3 of all Canadians.
- One Canadian is diagnosed with diabetes every 3 minutes.
- 1.5 million Canadians have type 2 diabetes and don't even know it.

### Diabetes is serious:

Diabetes is one of the leading causes of death by disease in Canada. In fact, it's in the top 10! If left untreated or improperly managed, diabetes can result in a variety of complications:

- Diabetes is a leading cause of adult blindness and kidney failure
- The risk of stroke doubles after a diagnosis of type 2 diabetes
- Diabetes is the leading cause of limb amputations
- Diabetes shortens lives
- Life expectancy for people with type 1 diabetes may be shortened by as much as 15 years and by as much as 5 to 10 years for people with type 2 diabetes.

### Diabetes can be managed:

- People with diabetes can live active, independent, and vital lives if they make a life-long commitment to diabetes management.
- Diabetes management includes:
  - Education
  - Physical activity
  - Nutrition
  - Weight management
  - Lifestyle management
  - Blood pressure management
  - Possibly medication.

## Executive Summary

The Sudbury Rocks Running Club and Diabetes Canada entered a partnership in 2004, working together to create the Sun Run for Diabetes. Since then, the two groups have maintained a close relationship, expanding the Sun Run for Diabetes in 2005 into the ***SudburyROCKS!!! Race, Run, or Walk for Diabetes***, Northern Ontario's largest competitive running event.

The ***SudburyROCKS!!! Race, Run, or Walk for Diabetes presented by Ionic Engineering*** offers a challenge not only to Sudbury residents, but to everyone. The marathon is a Boston Qualifier, and we were pleased to introduce a Team Marathon Relay in 2009, where teams of up to 8 people complete the full 42K marathon.

In the first 11 years, the ***SudburyROCKS!!! Race, Run, or Walk for Diabetes***, has raised over \$500,000 for Diabetes through pledges and proceeds. Diabetes remains a serious disease – by being part of an event that provides more opportunities to stay active and healthy and raising awareness for diabetes, you become part of a growing movement to take strides to end diabetes.

**Our goal every year is to increase the number of participants, while at the same time, taking strides to end diabetes by educating and raising awareness about diabetes and its consequences.**

## Board of Directors and Committee Members

Brent Walker – Race Director  
Sheila Yaw-MacLean  
Jennifer MacKinnon  
Ania Derecka  
Dan Lessard  
Amylee Laforest

Vince Perdue  
Sara McIlraith  
Heather Robertson  
Brenda Parks  
Neil Phipps

## Event Details for Race Weekend

### FIRDAY EVENING (May 11<sup>th</sup>, 2018):

- Sponsor's Appreciation Dinner:
  - Evening of fine dining
  - Live entertainment
  - Meet and Greet with committee members and fellow sponsors.

### SATURDAY ALL DAY (May 12<sup>th</sup>, 2018):

- Race Expo:
  - Race kit pick-up between 9:00 a.m. and 5:00 p.m.
  - Expo booths set up by companies and organizations for the public to browse
  - Contact SudburyROCKS!!! Coordinator for Exhibitor Information.

### SUNDAY MORNING (May 13<sup>th</sup>, 2018):

- Race Day beginning at Tom Davies Square
- A family friendly event, offering six different race distances:
  - **SudburyROCKS!!!** Kids 1K Walk/Run
  - **Carmen P. Talarico and RE/MAX Crown** 5K Walk/Run
  - **Continental Insulation** 10K Walk/Run
  - **The Perdue Family** Half Marathon Walk/Run
  - **Carriere Industrial Supply** Marathon Walk/Run
  - **SudburyROCKS!!!** Marathon Relay
  - **Vale** Celebrity Challenge

All of the events are walker friendly, except for the Team Marathon Relay.

The ***SudburyROCKS!!! Race, Run, or Walk for Diabetes*** is a professional event that allows individuals of all ages and physical levels to participate in one of the five race distances. The event includes the following highlights/elements:

- Race Expo
- Race Kits
- Sponsor Appreciation Dinner
- Professional Chip Timing
- Live commentary of the event
- Medals for all race events
- Technical t-shirts for all race events, except the kids 1K
- Prize money for the overall top male and female finishers per race event.

### **Additional Activities and Information:**

- Celebrity Challenge
  - Every year, we invite local celebrities to compete in the 5K run/walk to help us take strides to end diabetes.
  - This is a high-energy event with local celebrities and media personalities competing to win the title of ***Sudbury's Fastest Celebrity.***
  - A ***Celebrity Challenge Trophy*** is up for grabs.



- Proceeds and Pledges:
  - Proceeds are donated to Diabetes Canada to help support local programs and services
  - Monies raised helps send local children living with diabetes to its D-Camps.
  - We ask that participants raise pledges for Diabetes Canada to help it in its mission of leading the fight to end diabetes by helping those affected by diabetes live healthy lives, preventing the onset and consequences of diabetes, and discovering a cure.

# **END DIABETES**

## Public Relations & Advertising Support

The *SudburyROCKS!!! Race, Run, or Walk for Diabetes* receives the following media and advertising support:

### Radio

- KiSS 105.3

### Newspaper

- Northern Life/Sudbury.com

### Web

- [www.sudburyrocksmarathon.com](http://www.sudburyrocksmarathon.com)
- [www.diabetes.ca](http://www.diabetes.ca) homepage promotion
- Diabetes Canada email tags and auto responders
- Facebook
- Twitter

### Other

- City of Greater Sudbury Paris Street digital billboard
- Earned media articles in various print, radio, and television.

The logo for Diabetes Canada features the words "DIABETES" and "CANADA" in a bold, dark blue, sans-serif font. A thick, light blue horizontal bar is positioned across the middle of the word "DIABETES".

**DIABETES**  
**CANADA**



## The Opportunity

The ***SudburyROCKS!!! Race, Run, or Walk for Diabetes presented by Ionic Engineering*** is currently seeking sponsorship for its annual fundraising event. Developed as a world class running and walking event, it is also a fundraiser, with monies raised supporting Diabetes Canada.

By partnering with the ***SudburyROCKS!!! Race, Run, or Walk for Diabetes presented by Ionic Engineering***, your business would be represented as a leader within the community supporting local initiatives which encourage healthy living and raise awareness for diabetes. Covered by local and regional media outlets, your business would receive exceptional impressions and visibility.

There are currently 11 levels of sponsorship available for the ***SudburyROCKS!!! Race, Run, or Walk for Diabetes presented by Ionic Engineering***.

## Corporate Sponsorship Levels

Presenting Sponsor - \$10,000  
Title Sponsor - \$5,000  
Volunteer Team Sponsor - \$4,000  
Water Sponsor - \$4,000  
Gold Sponsor - \$3,000  
Silver Sponsor - \$2,000  
Bronze Sponsor - \$1,000  
Water Station Sponsor - \$500

## Sponsor Rights & Benefits

### Presenting Sponsor - \$10,000

- Naming rights for the event (i.e. *SudburyROCKS!!! Race, Run, or Walk for Diabetes* presented by **YOUR BUSINESS**)
- Presenting category logo placement on all printed materials relating to event – posters, brochures, shirts, banners, etc.
- Presenting category logo placement on [sudburyrocksmarathon.com](http://sudburyrocksmarathon.com) website
- 8'x3' signage at event
- Mention in all radio, print and television promotion
- Link to your business' website on [sudburyrocksmarathon.com](http://sudburyrocksmarathon.com)
- Reserved booth space at the Race Expo
- First right of refusal for following year – willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- Complimentary tickets to our Sponsor Appreciation Dinner

### Title Sponsor - \$5,000

- Official sponsor of your chosen race distance; your business name becomes part of the title of the race i.e. **YOUR BUSINESS** Half Marathon
- Title category logo placement on all printed materials relating to event – posters, brochures
- Title category logo placement on [sudburyrocksmarathon.com](http://sudburyrocksmarathon.com)
- 5'x3' signage at event
- Link to your business' website on [sudburyrocksmarathon.com](http://sudburyrocksmarathon.com)
- Reserved booth space at the Race Expo
- First right of refusal for following year – willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- Complimentary tickets to our Sponsor Appreciation Dinner

## Volunteer Team Sponsor - \$4,000

- Official sponsor of the volunteer t-shirts; logo on all volunteer shirts
- Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event
- Link to your business' website on sudburyrocksmarathon.com
- Reserved booth space at the Race Expo
- First right of refusal for following year – willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- Complimentary tickets to our Sponsor Appreciation Dinner

## Water Sponsor - \$4,000

- Official sponsor of the water; logo on all water bottles
- Logo placement on sudburyrocksmarathon.com
- 5'x3' signage at event; water table labeled "Water sponsored by **YOUR BUSINESS**"
- Link to your business' website on sudburyrocksmarathon.com
- Reserved booth space at the Race Expo
- First right of refusal for following year – willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- Complimentary tickets to our Sponsor Appreciation Dinner

## Gold Sponsor - \$3,000

- Gold category logo placement on sudburyrocksmarathon.com
- 3'x3' signage at event
- Link to your business' website on sudburyrocksmarathon.com
- Reserved booth space at the Race Expo
- Press release and media outreach
- Sponsor plaque
- Complimentary tickets to our Sponsor Appreciation Dinner

## **Silver Sponsor - \$2,000**

- Silver category logo placement on sudburyrocksmarathon.com website
- Link to your business' website on sudburyrocksmarathon.com
- Reserved booth space at the Race Expo
- 2'x2' signage at event
- Complimentary tickets to our Sponsor Appreciation Dinner

## **Bronze Sponsor - \$1,000**

- Bronze category logo placement on sudburyrocksmarathon.com
- Link to your business' website on sudburyrocksmarathon.com
- Reserved booth space at the Race Expo
- Signage at event

## **Water Station Sponsor - \$500**

- Provide designated water station area for sponsor recognition along the race route; Sponsors may staff this area with volunteers and encourage runners and walker while handing out water and sport drinks. Provided in the designate area are tables, water, sport drink, cups, and garbage containers
- Sponsors to provide signage for their water station
- First right of refusal of location for following year
- Water station category logo placement on sudburyrocksmarathon.com
- Link to your business' website on sudburyrocksmarathon.com

## Summary

Diabetes Canada and the SudburyROCKS!!! Committee would like to thank your business for your consideration of supporting this fun and unique initiative. By working together with the Sudbury Rocks Running Club in the execution of this program, we will enhance the reach and overall results, making for a forward thinking and flexible initiative.

It is our hope that your business will join us to help make this event a success!



## Thank you for your consideration!

**For more information, please contact:**

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SudburyROCKS!!! Coordinator  
Diabetes Canada  
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**Brent Walker**

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