



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



If **your goal** is to be the first one across the finish line then **go for it!**

But if all you want to do is participate in an event that could change the lives of Canadians living with diabetes, take your time. Walk or run ... it is 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 the determination to make a difference.

History of the Sudbury Rocks Running Club

The Sudbury Rocks Running Club began to take form in 1998 when a small core group started casually running and training together on a regular basis. By 2000, our numbers had grown considerably and a weekly email 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 web site 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 the Canadian Diabetes Association has embraced a proactive approach to keeping people healthy with diabetes, as well as preventing future cases of type 2 diabetes through a variety of programs, including Team Diabetes, the Sudbury Rocks Running Club chose them as the recipient charity for this event.

About the Canadian Diabetes Association

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

For more than 55 years, the Association 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, our 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. Our 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:

- More than 3 million Canadians are living with diabetes.
- An estimated 900,000 Ontarians are living with diabetes.
- An estimated 14,000 Sudbury residents are living with diabetes.
- 1 in 3 people with diabetes don't know it.

Diabetes is serious:

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, possibly medication, lifestyle management and blood pressure management.

Executive Summary

The Sudbury Rocks Running Club and the Canadian Diabetes Association entered into a partnership in 2004, working together jointly 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 in 2009 a Team Marathon Relay, 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 the Canadian Diabetes Association 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 the awareness of diabetes, you are part of a growing movement to take strides in beating diabetes.

Our goal every year is to increase the number of participants, while at the same time, taking strides towards educating and raising awareness towards diabetes.

Board of Directors and Committee Members

Brent Walker – Race Director
Sheila Yaw-MacLean
Jennifer MacKinnon
Chris Montgomery
Brenda Parks
Dan Lessard

Vince Perdue
Sara McIlraith
Heather Robertson
Ania Derecka
Kirsikka Corradi
Neil Phipps

SudburyROCKS!!! Race, Run or Walk for Diabetes presented by Ionic Engineering - Event Details for Race Weekend

FRIDAY EVENING (May 12th, 2017):

- Sponsor's Appreciation Dinner:
 - Fine Dining evening at Ristorante Verdicchio
 - Live Entertainment
 - Meet and Greet with committee members and fellow sponsors

SATURDAY ALL DAY (May 13th, 2017):

- Race Expo:
 - École Secondaire Du Sacré-Coeur
 - Race Expo booths will be available for the public to browse
 - Contact SudburyROCKS Coordinator for Exhibitor Information

SUNDAY MORNING (May 14th, 2017):

- Race Day beginning at the Tom Davies Square
- A family friendly event, offering many different choices to participants of all ages and fitness levels:
 - **Tru-Nor Truck Centres Kids** 1K walk/run
 - **Carmen P. Talarico and RE/MAX Crown** 5K walk/run
 - **SudburyROCKS!!!** 10K walk/run
 - **SudburyROCKS!!!** 1/2 Marathon walk/run
 - **Carriere Industrial Supply** Marathon walk/run
 - **SudburyROCKS!!!** Marathon Relay
 - **SudburyROCKS!!!** Celebrity Challenge

Professional event with the following highlights/elements:

- Race Expo
- Race Kits
- “On The ROCKS!!!” Sponsor Appreciation Dinner
- Professional Chip Timing
- Live commentary of the event by radio celebrity
- Medals for all race events
- Technical t-shirts for marathon, team relay, half marathon, 10K and 5K participants
- Prize money for top finishers

Additional Activities:

- Celebrity Challenge
- Pledges support the Canadian Diabetes Association



Public Relations & Advertising Support

Radio

- KISS 105.3

Newspaper

- Northern Life

Web

- www.sudburyrocksmarathon.com
- www.diabetes.ca homepage promotion
- Email blast to community partners and organizations
- Canadian Diabetes Association email tags and auto responders
- Facebook
- Twitter
- Instagram

Other

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

The Opportunity

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

By partnering with the *SudburyROCKS!!! Race, Run or Walk for Diabetes presented by Ionic Engineering*, as a sponsor for our event, 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 eleven (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
Race Expo Sponsor - \$7,500
Title Sponsor - \$5,000
Volunteer Team Sponsor - \$5,000
Awards Sponsor - \$5,000
Start/Finish Line Sponsor - \$3,500
Water Sponsor - \$3,500
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 website
- 8'x3' signage at event
- Mention in all radio, print and television promotion
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year– willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 8 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Race Expo Sponsor - \$7,500

- Presenting race expo category (secondary to the event presenting sponsor) Your business' logo placement on all printed materials relating to event – posters, brochures, shirts, banners
- Presenting race expo category logo placement on our website
- 8'x3' signage at the race expo event, 6'x3' signage at the event
- Mention in all radio, print and television promotion
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year – willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 6 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Title Sponsor - \$5,000

- Official Sponsor of your chosen race category – **YOUR BUSINESS NAME** becomes part of the title of the race i.e. **YOUR BUSINESS** Marathon Relay
- Title category Logo placement on all printed materials relating to event – posters, brochures
- Title category Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year - willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Volunteer Team Sponsor - \$5,000

- Official Sponsor of the volunteer t-shirts, logo on all volunteer shirts
- Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year - willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Award Sponsor - \$5,000

- Official Sponsor of the medals, logo on all medal lanyards
- Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event, signage at medal pick up area
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year - willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner "On the ROCKS!!!" at Verdicchio Ristorante

Start/Finish Line Sponsor - \$3,500

- Official Sponsor of the start/finish line, logo included at the beginning and end of the race
- Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year - willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner "On the ROCKS!!!" at Verdicchio Ristorante

Water Sponsor - \$3,500

- Official Sponsor of the water, logo on all water bottles
- Logo placement on sudburyrocksmarathon.com website
- 5'x3' signage at event, water table labeled – water sponsored by “Your Business”
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal for following year - willing to discuss multi-year exclusivity
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Gold Sponsor - \$3,000

- Gold category Logo placement on sudburyrocksmarathon.com website
- 3'x3' signage at event
- Link on the sudburyrocksmarathon.com website to your business' URL
- Reserved booth space at the Race Expo
- Opportunities for product placement and giveaways in Race Kits
- Press release and media outreach
- Sponsor plaque
- 4 complimentary tickets to Pasta Dinner “On the ROCKS!!!” at Verdicchio Ristorante

Silver Sponsor - \$2,000

- Silver category Logo placement on sudburyrocksmarathon.com web site
- Link from sudburyrocksmarathon.com to your business' URL
- Reserved booth space at the Race Expo
- 2'X2' signage at event
- Opportunities for product placement and giveaways in Race Kits
- 2 complimentary tickets to pasta dinner “On the ROCKS!!!” at Verdicchio Ristorante

Bronze Sponsor - \$1,000

- Bronze category Logo placement on sudburyrocksmarathon.com web site
- Link from sudburyrocksmarathon.com to your business' URL
- Reserved booth space at the Race Expo
- Signage at event
- Opportunities for product placement and giveaways in Race Kits

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/or walkers while handing out water and sport drinks. Provided in the designated area are: tables, water, sport drink, cups and garbage containers
- Sponsors to provide signage for their water station
- Opportunities for product placement and giveaways in Race Kits
- First right of refusal of location for following year.



Summary

The Canadian Diabetes Association would like to your business for your consideration of support for 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 as a sponsor to make this event a success.



Thank you for your consideration!

For more information please contact:

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Canadian Diabetes Association
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Brent Walker
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