

Art In Motion 10K



Have a Profound Impact on
Your Employees

Sponsorship Package

Enhance your Social
Responsibility Profile Online

Have Direct Impact Where It's
Needed Most

“Never doubt that a small group of thoughtful, committed people can change the world...” Margaret Mead

Art In Motion 10K

IN SUPPORT OF
SickKids®



Art In Motion 10K

On Sunday October 20, 2019 runners and walkers take to the trails along the picturesque Humber Valley in Kleinburg, just west of Canada's Wonderland.

Beautiful fall colours are the canvas to this art themed extravaganza. 10K, 5K and 2K courses ensure an inclusive event that is challenging for all, while remaining family friendly.

A VIP finish incorporating the incomparable McMichael Canadian Art Collection with a champagne toast, gallery tour and an exceptional VIP swag bag are but some of the benefits for our most prized fundraisers.

Proceeds go to the Department of Rheumatology at SickKids Hospital in Toronto and in support of the Dr. Bonnie Cameron Post-Secondary Scholarship.

Every dollar fundraised belongs to our charity partners, making our sponsors critical to our success.

WANT TO BE A PART OF THE NEXT GREAT WORK OF ART?

JOIN US!



SICKKIDS RHEUMATOLOGY PATIENT JESSICA, AGE 8

We believe that a child's ambition, hopes, and dreams should not be limited by Arthritis.

20-month-old Jessica woke one morning showing signs of swelling in her knees and wrists and stiffness throughout her body. Within 3 days, the symptoms had progressed to the point where she was no longer able to walk or crawl. After a month of being examined by a number of doctors Jessica was formally diagnosed with Polyarticular Juvenile Idiopathic Arthritis (JIA) and immediately put on a combination of anti-inflammatory and pain reduction medication.

With no noticeable change, it was decided that Jessica would benefit best from intra-articular steroid joint injections combined with weekly injections of an immune suppressant. Two days prior to her 2nd birthday, under general anaesthetic, Jessica underwent the procedure in which a number of major joints were treated. Today, at seven years old, Jessica is still being monitored regularly at SickKids and continues to receive weekly injections to manage her arthritis and provide her with a relatively normal childhood.

Together, we will help kids like Jessica

A sponsorship from your company will help us raise more money and focus it exactly where it's needed, supporting patient care, improving treatment outcomes, and providing scholarships - multiplying an already good deed.

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Our Purpose

To bring together forward-thinking, community-minded business leaders to create a fun art inspired 10K/5K/2K run/walk with the potential to raise over \$250,000 in support of patient care, research and scholarships for SickKids Rheumatology.

We will achieve “OUR PURPOSE” by hosting a unique and engaging running event set in picturesque Boyd Conservation Area (Kleinburg, ON) with a VIP finish incorporating the incomparable McMichael Canadian Art Collection.

And by finding community spirited organizations that share our enthusiasm for helping children through running.

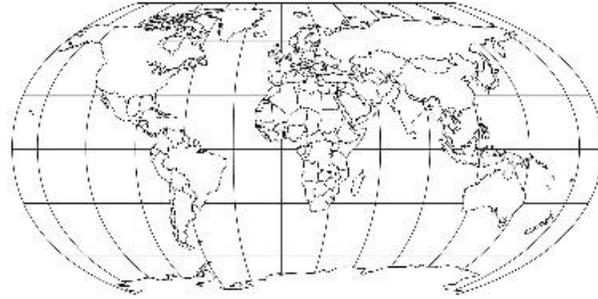
Sponsor with the Confidence That Excellence is On Our Mind

The Art In Motion 10K volunteer leadership team has over 9 years' experience in producing popular and high quality events. Most notably, the team organized A Midsummer Night's Run which ran from 2006 until 2014, had over 3,000 participants, and raised over \$300,000 for SickKids Foundation.

WHY SPONSOR?

Becoming a Sponsor ensures that your brand is promoted in our communications before, during and after race day.





Have Your Brand Showcased to over 40,000 people

At a minimum of three Race Expos to an **audience of over 40,000 including:**

the Around the Bay Race (Hamilton), the Mississauga Marathon; and the Good Life Toronto Marathon

Retail exposure through our promo card placement at New Balance and Running Free stores in the GTA

Social media mentions on Facebook, Twitter and Instagram

Sponsor mention on the Art In Motion 10K website for the duration of the sponsorship

Banner Ads on the Runanthropic.org website for the duration of the sponsorship

Your company name/logo on over **10,000 marketing postcards** (dependant on sponsorship level)

Logo/Name on **race garment** (dependant on sponsorship level)

Social Media

At Our Event, in Print Advertising, Social Media, and Press Releases

From our various forms of print media, promotional events, MC announcements during race day, event signage, video presentations, social media, and event program, your company is instantly associated and promoted with the powerful SickKids brand.



Develop an Association With an Important Cause and Respected Organizations

Nobody is better in the world at improving the lives of children than SickKids Hospital. By associating your name with SickKids, you prove to your customers that you are committed to improving children's health. Affiliation with SickKids, the McMichael Canadian Collection and our other world class sponsor partners pairs your organization with premium brands that define excellence.



Dr. Bonnie Cameron

SUPPORTING THE DR. BONNIE CAMERON POST-SECONDARY SCHOLARSHIP



ALEX SIROIS
Scholarship Recipient

Alexandra Sirois is a fourth-year health promotion student at Laurentian University, who is currently completing her final year at McGill University as a visiting student. She was given several internship opportunities within the field of rheumatology in Montreal that could not be matched in Sudbury. This speaks to the drive and determination that Alex has. Changing schools, moving so far away from family and friends, not even arthritis will deter her from accomplishing her goals.

After Alex graduates she will continue her studies either at the Northern Ontario School of Medicine or with a masters at Laurentian or McGill with a thesis related to rheumatology.

It's our hope to continue supporting indefatigable scholars like Alex as they achieve great things while living with Arthritis.



HAVE A PROFOUND IMPACT ON YOUR EMPLOYEES

Engaging your employees in a worthwhile event creates and enhances their spirit of teamwork, co-operation, and loyalty. Helping others, especially children, positively impacts corporate culture. Showing your employees, you care about the community gets them thinking differently about themselves, you, and the world.



2018
ART IN MOTION 10K

Art In Motion 10K



HAVE DIRECT IMPACT WHERE IT'S NEEDED MOST

Every dollar raised will be used to support the Rheumatology Healthcare Team at SickKids in many different capacities including the enhancement of state of the art patient care and education, leading to better patient outcomes. You will also be supporting the Dr. Bonnie Cameron post-secondary scholarship initiative which supports worthy students living with Arthritis.



2018
ART IN MOTION 10K

Art In Motion 10K



ENHANCE YOUR SOCIAL RESPONSIBILITY PROFILE ONLINE

The Art In Motion 10K is planning a robust social media campaign with you and SickKids at the heart of our campaign.



2018
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Sponsorship Levels

MULTIPLE OPPORTUNITIES EXIST TO SHOWCASE YOUR BRAND IN UNIQUE AND ENGAGING WAYS TO FIT YOUR CORPORATE NEEDS



The **Patron Level** is \$1,000 and helps support the work we do. In this level we have included the Corporate VIP entry because companies can opt to receive up to 4 VIP entries with no fundraising *required*.

The **Curator Level** begins at \$2,500 to \$5,000 and supports such initiatives as the Free For Fundraisers Program and the VIP Program, and includes our Footwear and Apparel Sponsor and Fall Country Breakfast Sponsor. Logo presentations in email, social media, and race day banner are included with this level.

The **Benefactor Level** begins with a commitment between \$5,001 to \$10,000 and helps support the overall strength and integrity of our race. The Benefactor Level can include any available Curator Level sponsorship program.

The **Master Sponsor** is a singular sponsorship level requiring a minimum commitment of \$15,000. It comes with the right to have the race named for the company providing the sponsorship. \$5,000 will be donated between SickKids Foundation and The Dr. Bonnie Cameron Post-Secondary Scholarship in area of greatest need in consultation with the Master Sponsor. An exclusive email and additional social media messages are part of the Master Level.

All sponsorship levels can be tailored to meet the objectives of the sponsor. Logo presentations in email, social media, and race day banner are included with all levels.



The Art In Motion 10K is excited to explore the prospect of a sponsorship with your company.

Exciting opportunities exist to multiply good corporate citizenship with grass roots community action.

To learn more about the Art In Motion 10K, please contact Mark Trenton at mark.trenton@runanthropic.org