

*Art In
Motion
10K/5K/2K*

SPONSORSHIP PACKAGE

ART IN MOTION
10K/5K/2K

HELPING KIDS WITH ARTHRITIS

IN SUPPORT OF

Dr. Bonnie Cameron Post-Secondary Scholarship

IN SUPPORT OF

SickKids[®]



OUR PURPOSE

To bring together forward-thinking and community-minded business leaders to create a fun art-inspired 10K/5K/2K run/walk to raise money and awareness in support of patient care and research at **SickKids Rheumatology** and the **Dr. Bonnie Cameron Post-Secondary Scholarship**.

WE HELP KIDS LIKE JESSICA

SICK KIDS RHEUMATOLOGY PATIENT. JESSICA, AGE 12

At 20-months, Jessica could no longer walk or crawl. She had woken up one-morning showing signs of swelling in her knees and wrists and stiffness throughout her body. After a month of examinations, she was formally diagnosed with Polyarticular Juvenile Idiopathic Arthritis (JIA) and was immediately put on 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 anesthetic, Jessica underwent steroid injections in which a number of major joints were treated. Today, at twelve years old, Jessica is still being monitored regularly at SickKids and continues to receive weekly injections to manage her arthritis that provide her with a relatively normal childhood. She even joined us at the Art in Motion 2017 and 2018 race!



Jessica at age 9

**WE BELIEVE THAT
A CHILD'S
AMBITION, HOPES
AND DREAMS
SHOULD NOT BE
LIMITED BY
ARTHRITIS.**



THE EVENT

OCTOBER 17TH, 2021.

KLEINBURG, ONTARIO

Runners and walkers take to the trails of the picturesque Boyd Conservation Area in Kleinburg, just west of Canada's Wonderland. Beautiful fall colours are the canvas for this art-themed extravaganza. Chip timed and fully supported, the 10K, 5K, and 2K course ensure an inclusive event that is challenging for all while remaining family-friendly.

All participants receive a tech shirt or hat, finishers medal, digital download of all race day photos and an ample finish line feast. Participation is Free For Fundraisers with those raising over \$1,000 treated to a champagne toast and VIP swag bag at the finish.

SPONSOR WITH CONFIDENCE

The Art In Motion 10K volunteer leadership team has over 15 years of 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 annually, and raised over **\$300,000** for SickKids Foundation.

WHY SPONSOR US?

01

MAKE A DIRECT IMPACT

Your sponsorship will go directly towards funding race set-up and materials in order to enhance the participant experience.

02

ENHANCE YOUR SOCIAL RESPONSIBILITY PROFILE

Through affiliating your brand with SickKids, you will show your customers that you are committed to improving children's health. You will also demonstrate compassion and create an engaging and thoughtful work environment for your employees.

03

BRAND VISIBILITY

Your logo will be promoted via our website, Instagram, Facebook, Twitter, and Linked In, placed on printed marketing materials, and potentially on our race day apparel!





SPONSORSHIP LEVELS

Each sponsor has the **flexibility** to sponsor a specific area that aligns with company interests or goals. For those who are interested in multiple areas, we have outlined sponsorship levels so you can see where your money goes and what you **get** out of it!

ARTIST

- For those who can offer **up to \$1,000**
 - These sponsors are supporting the cost of transportation and premium race package items such as medals and chip timing.
 - + Sponsors will receive recognition by MC during the event, product endorsement on marketing materials, an impact report post-event, and a supporter badge for your website -

Baseline Perks that each sponsor receives

PATRON

- For those who can offer **\$1,001 - \$2,500**.
 - These sponsors are supporting the cost of our food, race day set-up, and premium race package items.
 - + Sponsors will receive 1 entry on race day
 - + Product endorsement on marketing materials including Social Media, Emails, Website, and in our virtual race kit

+ **Baseline Perks**

CURATOR

- For those who can offer **\$2,501 - \$5,000**.
 - These sponsors are supporting the overall cost of race-day set-up, food, or apparel. They can also help sponsor the cost of VIP packages.
 - + Sponsors will receive 3 entries on race day, the opportunity for product contribution to the VIP Swag Bag, and recognition as VIP, food, or apparel sponsor (as appropriate)

+ **Baseline Perks**

BENEFACTOR

- For those who can offer **\$5,001 - \$10,000**
 - These sponsors are supporting specifically one of the following categories: race-day setup, premium package items, finish line food, apparel, or the Free For Fundraisers initiative.
 - + Sponsors will receive 3 entries on race day, recognition as the sponsor for their category, and the opportunity to have their logo on apparel

+ **Baseline Perks**

MASTER

- For those who can offer **\$15,000** to support the race
 - These sponsors will support every aspect of the race including premium race packages, VIP race packages, and the Free for Fundraisers initiative
 - \$5000 will be split between Sick Kids Foundation and the Dr. Bonnie Cameron Post-Secondary Scholarship
 - + This sponsor will receive recognition as our Presenting Sponsor on our website and all marketing materials, a link to their company website featured on our website, a dedicated post-event email blast, extensive promotion on all marketing materials and via our social media promotion, and 5 entries on race day, including 1 VIP entry

+ **Baseline perks**



DR. BONNIE CAMERON SCHOLARSHIP



Aurora Tupechka is a recent biology graduate from the University of Alberta. Since Aurora was young, she had aspired to be a veterinarian and felt most at home with the animals on her family's farm. Aurora was diagnosed with rheumatoid arthritis, at a time when her life was changing in a huge way.

MOVING FAR AWAY FROM HER FAMILY AND ANIMALS, NOT EVEN ARTHRITIS WILL DETER AURORA FROM MAKING AN IMPACT ON HER COMMUNITY

Despite her challenges living with RA, Aurora feels that it has pushed her to understand herself further. Although she came to terms with the possibility of not becoming a veterinarian due to her arthritis, she has **still** dedicated herself to helping people and animals, and continued her degree in biology. Aurora hopes to educate others about RA, own her own farm one day and rescue animals in the future.

JOIN US IN HELPING KIDS WITH ARTHRITIS

With your sponsorship, we can effectively set-up an amazing race, and raise money and awareness for the world renowned SickKids Hospital and the Dr. Bonnie Cameron Post-Secondary Scholarship. The Art In Motion 10K/5K/2K is excited to explore the prospect of sponsorship with your company.



To learn more about sponsoring
the Art In Motion 10K

Please contact:
sponsor@artinmotion10k.com