

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

Inspiring kids with arthritis to achieve their full potential.

Bringing 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**.

THE EVENT

OCTOBER 18TH, 2026

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 courses 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 who raise over \$150 with those raising over \$1,000 treated to a champagne toast and a VIP swag bag.



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

By 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, Linked In, emails, placed on printed marketing materials, and potentially on our race day apparel!

WE HELP KIDS WITH ARTHRITIS

Supporting kids with arthritis is crucial for their well-being and future prospects. Arthritis, often associated with the elderly, can also affect children, causing chronic pain and limiting their daily activities. By offering support, we ensure these young individuals receive the medical attention, emotional care, and educational accommodations they need to thrive. Early intervention and ongoing assistance can significantly improve their quality of life, enabling them to manage their condition effectively. Moreover, fostering awareness and understanding within communities promotes inclusivity, reducing the stigma surrounding pediatric arthritis. Supporting kids with arthritis not only aids in their physical health but also empowers them to pursue academic and social opportunities, fostering resilience and self-confidence. Ultimately, investing in the well-being of these young warriors contributes to a more compassionate and inclusive society that values the potential and aspirations of every child, regardless of their health challenges.



DR. BONNIE CAMERON 2025 SCHOLARSHIP WINNER

Conor Rudge is a student at Wilfred Laurier University. He is currently a Psychology major.

In Conor's own words:

At age 7, I was diagnosed with ankylosing spondylitis, or juvenile idiopathic arthritis. This autoimmune disease affects multiple systems in my body, including my joints, hearing, vision, and gastrointestinal health (IBS). At one point, I was under the care of 9 different specialists. I missed a significant amount of school, especially in grades 4 and 5, while my care team worked to stabilize my condition, and again during COVID-19, during a flare. I've tried my best to balance school with ongoing fatigue, stomach pain, joint issues, and flares. After moving between in-person and virtual learning several times, I eventually settled on virtual school, which offered me the flexibility to manage my health. I have had to learn to advocate for myself with teachers, doctors, and at fundraisers to help raise donations for The Arthritis Society.

I will study psychology with a teaching option, to be either a therapist for youth or a high school guidance counsellor. I have been fortunate to have had a therapist and a guidance counsellor when I was newly diagnosed, who both helped me navigate my new life. I hope to one day have the same impact on someone in need.





ARTIST LEVEL SPONSORSHIP



A sponsorship from your company, no matter the amount, will make a significant difference to our not-for-profit organization. Each sponsor has the flexibility to sponsor a specific area that aligns with their company values and focus. We will work with you to achieve your corporate giving goals.

- For those who can offer **up to \$1,000, you are our Artist Level Sponsor**
 - You support the entire race experience, including premium race package items such as medals, shirts, chip timing, free race photos, finish line food, and more!
 - Sponsors will receive:
 - Recognition from the MC on race day
 - Product endorsement on marketing materials including posts on our Instagram, Facebook and LinkedIn accounts, virtual race kit, and website
 - A promotion code available to share with your employees and customers should they want to join us on race day
 - The opportunity to become a category-specific sponsor - i.e. Free Race Photos provided by [Your Company]
 - The opportunity to volunteer on race day to see the event in action
 - An impact report after the event
 - A supporter badge for your company website

If you wish to increase your level of support for our race, we also have Curator, Patron, Benefactor and Master Level sponsorships available. As your support increases, your benefits do too!

**WE BELIEVE THAT
CHILDREN SHOULD BE
FREE TO RUN AND PLAY
GAMES, TO DRAW AND
PAINT, AND TO DREAM
AND WRITE STORIES.**



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 **\$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 and promotion in our virtual race kit
 - + **Baseline Perks**

CURATOR

- For those who can offer **\$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 **\$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**





OUR 2025 SPONSORS

CURATOR

Funded by the
Host in Vaughan
grant program



TOURISM
vaughan



Funding provided partly by the Regional Municipality of York

PATRON

AMGEN[®]
C A N A D A I N C .

The Wilkins Group

ScotiaMcLeod[®], a division of Scotia Capital Inc.

Scotia Wealth Management[®]



OUR 2025 SPONSORS

ARTIST



WANT TO LEARN MORE?

Visit us at www.artinmotion10k.com
Contact us at sponsor@artinmotion10k.com

Connect with us on social!

