

# 2021 SPONSORSHIP OPPORTUNITIES

# DASH WALK/RUN FOR PROSTATE CANCER 4DAD

VIRTUAL EVENT  
**FATHER'S DAY**  
JUNE 20, 2021

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IN ASSOCIATION WITH  
**A NIGHT OF  
COMEDY**  
IN SUPPORT OF PROSTATE CANCER RESEARCH  
2016 - 2020

in support of



London Health  
Sciences Foundation



The Father's Day walk/run for Prostate Cancer Research first started in 1999 under the name Do it For Dad. It was created to raise funds and awareness of prostate cancer and to help support research in this area. In 2009 the group joined Prostate Cancer Canada to connect to the national campaign. In 2017 the group decided to be independent again, and rebranded the event as Dash 4 Dad. This allowed for greater control over the event and meant that all fundraising went to London Health Sciences Foundation for local investment in research and treatment. The first three years were a great success, with 2019 being a record breaking event. Our 2020 event, although a completely virtual platform due to Covid-19, exceeded all of our expectations proving our supporters are extremely invested and dedicated to our cause.

For over twenty years, the Dash 4 Dad (Do it for Dad) events have raised more than one million dollars for London Health Sciences Foundation and we have been added to the Foundation's Donors of Distinction.

Dash 4 Dad is an entirely volunteer driven committee, and we are always interested in bringing on new members to help in organizing this event. Our current committee is a wonderful team of prostate cancer survivors, health care workers and family members. All are committed to increasing awareness of this cancer with a specific focus on younger men so that prostate cancer can be detected earlier with a much greater chance of successful treatment.

Dash 4 Dad solely relies on the generosity of sponsors, participants and donors to support our cause.

For more information contact: Carol Gerster at **519.685.8451** or [info@dash4dad.ca](mailto:info@dash4dad.ca)

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# OUR VISION:

AN INFORMED PUBLIC WHO WOULD CONTINUE TO SUPPORT RESEARCH INITIATIVES IN THE TREATMENT AND CONQUEST OF PROSTATE CANCER.

# OUR MISSION:

TO RAISE FUNDS TO ADVANCE PROSTATE CANCER INITIATIVES AND INCREASE AWARENESS IN THE COMMUNITY.

# WHAT IS PROSTATE CANCER?

Prostate cancer is a disease where cells in the prostate grow and divide abnormally. It is the most common cancer to affect Canadian men. **One in nine men** will be diagnosed with the disease in their lifetime.

A cancerous prostate cell has the following features:

- Uncontrolled growth
- Abnormal structure
- The ability to move to other parts of the body (invasiveness).

It is important to speak to your doctor about prostate cancer screening, as the disease can be slow growing with little to no symptoms and patients may go years without detection.

# WHO IS AT RISK?

There is not one specific cause of prostate cancer, but there are some key factors that elevate risk of developing prostate cancer.

**Age:** after age 50, chances of developing prostate cancer increase greatly. Nearly two out of three diagnosed men are over the age of 65.

**Race:** although the reason is not known, men of African or Caribbean descent are diagnosed more commonly, while men of Asian descent are less commonly affected.

**Family history:** the risk of developing prostate cancer is higher in men who have a history of the disease in their family.

**Diet:** men consuming high-fat, low-fibre diets are shown to have an increased risk for developing prostate cancer. Research suggests that diets high in saturated fats like processed foods, whole-milk, and fatty cuts of meat, increase the production of testosterone, which may assist in the growth of prostate cancer cells.

Prostate cancer can still develop even though none of these risks may be present.

# HOW CAN I HELP?

Fundraising is a key part of furthering the success rates of early detection and treatment of prostate cancer. Fundraised dollars are used for things like research grants, funding for equipment, bettering patient care, and supporting men currently suffering from the disease.

By supporting Dash 4 Dad, you are directly supporting these initiatives with the London Health Sciences Foundation right here at home.

# CORPORATE SPONSORSHIP



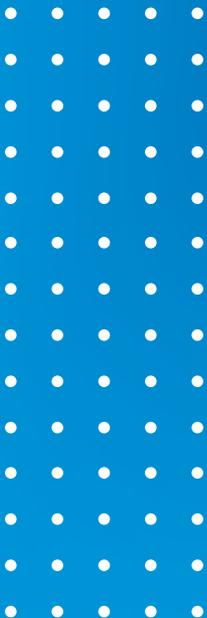
The Dash 4 Dad Father's Day Walk/Run would not be possible without our amazing sponsors each and every year. Meeting our sponsorship goals allows us to operate with a very low cost per dollar, meaning more of our fundraised dollars go directly into our hospitals.

This year, two Presenting Sponsor positions will be offered, with no limit on the number of Gold, Silver and Bronze sponsorship acquisitions.

In past years, we have offered great exposure on event day by featuring company logos on our kilometre markers along our race route, as well as ample signage in the main pavilion.

This year, because of our virtual platform, we believe our sponsorship acknowledgement will have even further reach due to our use of social media and internet marketing. We invite all sponsors and prospective sponsors to connect with us on our social platforms and help us grow our reach, therefore creating more widespread awareness for our cause and prostate cancer.

**\*Please note: if a live, in-person event should become possible in June, more sponsor visibility will also be added at the event grounds.**



## PRESENTING SPONSOR

This sponsorship level is valued at **\$5000.00** and includes:

- Your logo displayed on all print material and Dash 4 Dad website
- Acknowledgement as Presenting Sponsor in 2 paid social media ads
- Company name and logo displayed on screen throughout entire livestream
- Opportunity for a pre-taped personal address to be presented during livestream
- Company acknowledged 4 times throughout livestream
- Your logo displayed during our virtual sponsor highlight
- Plaque of recognition

## GOLD SPONSOR

This sponsorship level is valued at **\$2500.00** and includes:

- Your logo displayed on all print material and Dash 4 Dad website
- Acknowledgement as Gold Sponsor in at least 4 social media posts
- Company acknowledged 2 times throughout livestream by the Host
- Your logo displayed during our virtual sponsor highlight
- Plaque of recognition

## SILVER SPONSOR

This sponsorship level is valued at **\$1000.00** and includes:

- Your logo displayed on all print material and Dash 4 Dad website
- Acknowledgement as Silver Sponsor in at least 2 social media posts
- Your logo displayed during our virtual sponsor highlight

## BRONZE SPONSOR

This sponsorship level is valued at **\$500.00** and includes:

- Your logo displayed on all print material and Dash 4 Dad website
- Acknowledgement as Bronze Sponsor in at least 1 social media post
- Your logo displayed during our virtual sponsor highlight

If you do not see an opportunity that suits you or your business, please contact our team and find out about other ways you can become involved in the 2020 Dash 4 Dad Father's Day Walk/Run!

# 2020 EVENT INSIGHTS



**279**

## Online Followers

We've repeated last years 16% increase in followers again! Building our social media platform allows us to bring more awareness to prostate cancer and provide valuable marketing to our cause and for our sponsors. @Dash4Dad



**257**

## Participants

During a global pandemic, with a completely virtual event, we gathered an amazing turnout of 257 registrants. An even more astonishing 180 of those people actively fundraised (that's 70%).



**30**

## Teams

30 teams participated in the event this year. The average amount raised per team was \$565.91!



**2,767**

## E-blasts Received

We sent 8 targetted e-blasts leading up to our 2020 event which resulted in 2,767 unique opens! That's an increase of 40% from 2019.



**2.3¢**

## Cost per Dollar

Due to our shift to a virtual platform in 2020, our costs to run the event were extremely low, allowing us to donate 97.7 cents of every dollar raised to prostate cancer initiatives!



**\$67,000**

## Dollars Raised

When our event shifted to a virtual platform due to Covid-19, we decided try our best to raise at least 50% of last year's total, and set our fundraising goal at \$50,000. We are beyond grateful for the support we received, and wrote a cheque to LHSF for \$67,000!

in support of



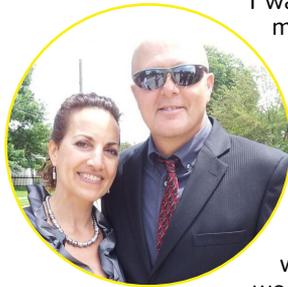
London Health  
Sciences Foundation



“In January of 2013, I was diagnosed with Prostate Cancer. We were completely shocked and devastated to learn it was an aggressive form of the disease. Dr. Chin offered me the opportunity of being part of a clinical trial. It has now been two years since my surgery and my PSA counts are undetectable.

I want the word to get out to all men that having a yearly blood test to check PSA levels is of the utmost importance. Early detection saved my life and it could save theirs. I have been extremely blessed to have a family doctor who acted on that slight change in blood work and for the expertise and excellent care of Dr. Chin and his team.”

- **David Currie**, *Dash 4 Dad Committee Member*



“I was only 46 when my family doctor told me I probably had prostate cancer. I participated in a clinical trial which included chemotherapy and hormone therapy with Dr. Chin and his clinical team. The treatment happened quickly and now my PSA is undetectable.

A lot of research cannot happen without fundraising, so it's important that we raise those funds and raise awareness. Research leads to a cure.”

- **John Oliveira**, *Dash 4 Dad Committee Member, Creator of A Night of Comedy, Chair of London Prostate Cancer Support Group*



“My biopsy results were positive for prostate cancer, my Gleason score was 6, and I needed to make some decisions. I went to the prostate cancer support group meeting soon after my diagnosis. I was able to speak to a couple of men that had been through different types of treatment, which was helpful. In all cases, the doctors all suggested surgery.

In February of 2019, it will be 15 years cancer free. I think I am very fortunate to be living in the vicinity of excellent health care, doctors and the regional cancer facility. It is also great to be able to ‘give back’ and help with the Dash 4 Dad fundraiser, over those 15 years, supporting local prostate cancer research.”

- **Patrick Patton**, *Dash 4 Dad Committee Member*

## OPTION

Please indicate which sponsor package you are interested in.

### CORPORATE SPONSORSHIP

- |   |   |
|---|---|
| <input type="checkbox"/> Presenting Sponsor<br><b>\$5000.00</b> | <input type="checkbox"/> Silver Sponsor<br><b>\$1000.00</b> |
| <input type="checkbox"/> Gold Sponsor<br><b>\$2500.00</b>       | <input type="checkbox"/> Bronze Sponsor<br><b>\$500.00</b>  |

## SPONSOR INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT

Please make cheques payable to "Dash 4 Dad".

Mail form and payment to Dr. J. Chin

Attn: Carol Gerster

800 Commissioners Rd E.

London, ON N6A 5W9

Room E2 - 650

\*For questions regarding  
sponsorship availability or  
payment please contact  
**Carol at 519-685-8451**

Proud sponsor of Dash 4 Dad

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