

# **DASH 4DAD**

**FATHER'S DAY WALK/RUN  
FOR PROSTATE CANCER**



## **2024 SPONSORSHIP PROPOSAL**

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FATHER'S DAY WALK/RUN  
FOR PROSTATE CANCER



## A BIT ABOUT US

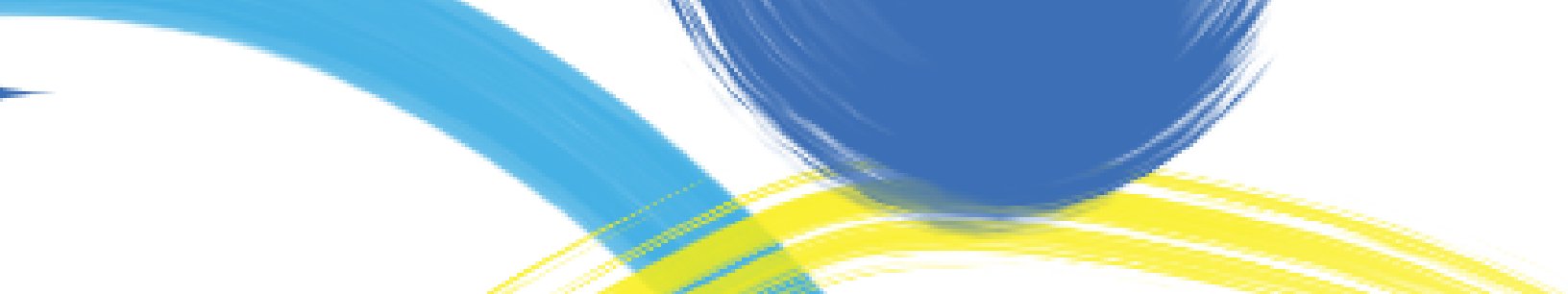
Since 1999, Dash 4 Dad has brought together prostate cancer survivors, health care workers and the greater London community to support London Health Sciences Foundation. This popular event was created to raise funds and awareness, and to help support research in prostate cancer. Led by community volunteers, Dash for Dad has raised **over \$1.1M** in support since its inception.



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, with older men being most at risk. After age 50, chances of developing prostate cancer increase greatly. Nearly two out of three diagnosed men are over the age of 65.

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. Your investment in the health of our community could make a lifetime of difference in helping to fight prostate cancer.





Dash 4 Dad would not be possible without our amazing sponsors each and every year. Sponsorship support allows the volunteer committee to operate with a very low cost per dollar, meaning more fundraised dollars go directly to London Health Sciences Foundation.

We invite you to review the sponsorship opportunities over the next few pages. With significant event recognition and promotion, there are exciting sponsorship opportunities to choose from.

Thanks to the generous support of Dash 4 Dad's media partners Rogers TV, 101.3 Easy FM and Jack 102.3 Jack FM this event allows for fantastic audience reach and promotion.

***An accessible and family friendly event, Dash 4 Dad has something for the whole family. Dash 4 Dad can be done in person or virtually.***

***Dash 4 Dad is held in person every Father's Day at Springbank Gardens and participants can choose to run, walk or dance their way around routes of:***

- 5 km
- 2.5 km
- 1 km
- 100m Tot Run

For more information on how you can sponsor please contact:  
Carol Gerster at 519.685.8451 or  
[info@dash4dad.ca](mailto:info@dash4dad.ca).

## **MEDIA PARTNERS**



**ROGERS tv**



*Total participants  
registered for the  
event.*



*Teams participated in this  
year's event.*

*\$1,173.21 was the average  
amount raised per team.*



*Of participants actively  
fundraised and asked for  
donations online.*



*Was the average  
amount fundraised  
per attendee.*



*E-mail blasts opened  
during our monthly  
campaigns.*



*Our final donation to  
London Health Sciences  
Foundation totalled  
\$96,000.00!*

**DASH  
4DAD**

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**2023  
BY THE NUMBERS**







Sponsor Benefits	Presenting \$7,500	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Exclusivity as presenting sponsor	✓				
Dash 4 Dad presented by {your company}	✓				
Speaking Opportunity	✓				
Company name and logo on Dash 4 Dad T-shirts	✓				
Logo on all printed material	✓				
Exclusivity in sponsor industry	✓	3 available			
Opportunity to provide participant gift	✓	✓			
First right of refusal for 2025 event	✓	✓	✓		
Event day booth or tent	✓	✓	✓		
Logo on Km markers	All 5 km markers	On 4 km markers	On 3 km markers	On 2 km markers	On 1 km marker
On Site Sponsor Signage	✓	✓	✓	✓	✓
Social media recognition (Paid & organic posts)	2 paid, 4 organic	1 paid, 3 organic	3 organic	2 organic	1 organic
Sponsor Acknowledgement on-stage	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓

### **Presenting Sponsor - \$7,500**

*One opportunity*

- ▶ Exclusivity as Presenting Sponsor with event title wording: Dash 4 Dad presented by.
- ▶ Exclusivity in sponsor's industry at corresponding sponsor level.
- ▶ First right of refusal for the following year's event.
- ▶ Logo and company name as presenting sponsor on Dash 4 Dad promotional and event material, t-shirts and on-site signage.
- ▶ Speaking Opportunity at event
- ▶ Opportunity to provide a branded participant gift.
- ▶ Recognition as Presenting Sponsor from the stage.
- ▶ Opportunity to have a company booth or tent on site.
- ▶ Logo and company name on five km markers on route.
- ▶ Social media recognition: six posts.
- ▶ Logo and recognition at sponsor level on Dash 4 Dad website.

### **Gold Sponsor - \$3,000**

- ▶ First right of refusal for the following year's event.
- ▶ Opportunity to have a booth at event.
- ▶ Recognition as Gold Sponsor from the stage.
- ▶ Logo and company name on three km markers on route.
- ▶ Social media recognition: three posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

### **Platinum Sponsor - \$5,000**

*Three opportunities*

- ▶ Exclusivity in industry at sponsorship level.
- ▶ First right of refusal for the following year's event.
- ▶ Opportunity to provide a branded participant gift.
- ▶ Recognition as Platinum Sponsor from the stage.
- ▶ Opportunity to have a company booth or tent on site.
- ▶ Logo and company name on four km markers on route.
- ▶ Social media recognition: four posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

### **Silver Sponsor - \$2,000**

- ▶ Recognition as Silver Sponsor from the stage.
- ▶ Logo and company name on two km markers on route.
- ▶ Social media recognition: two posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

### **Bronze Sponsor - \$1,000**

- ▶ Recognition as Bronze Sponsor from the stage.
- ▶ Logo and company name on one km marker on route.
- ▶ Social media recognition: one post.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

## We wish to be recognized as:

☐ Presenting Sponsor - \$7,500

☐ Platinum Sponsor - \$5,000

☐ Gold Sponsor - \$3,000

☐ Silver Sponsor - \$2,000

☐ Bronze Sponsor - \$1,000

## Additional ways to support:

☐ Sponsor the food tent - \$500

☐ Sponsor the photo booth - \$500

☐ Sponsor the silent auction table - \$500

☐ Sponsor the 100m tot run - \$250

*\*These sponsorships help us cover the cost to provide each station and will be recognized with branded signage ("Food Tent Sponsored by...").*

## Will you be donating an item to our silent auction? ☐ Yes ☐ Not this year

Retail value of item: \_\_\_\_\_

Description of item: \_\_\_\_\_

*\*If art work, please provide: name of the piece, dimensions, artist name and medium.*

☐ Please arrange for a Dash 4 Dad volunteer to pick up my donation.

## Sponsor Information:

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Payment Options:

☐ Cheque enclosed

*Please make payable to  
"Dash 4 Dad"*

Amount: \$ \_\_\_\_\_

☐ Credit Card - ☐ MasterCard ☐ Visa ☐ Amex

CC # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

## Please return form and payment to:

Carol Gerster  
800 Commissioners Rd E.  
London, ON N6A 5W9  
Room E2-650

**Email:** [info@dash4dad.ca](mailto:info@dash4dad.ca)  
**Phone:** 519-685-8451  
**Website:** [www.dash4dad.ca](http://www.dash4dad.ca)