

**DASH
4DAD**

FATHER'S DAY WALK/RUN
FOR PROSTATE CANCER



Presented by
**London
Hydro**

DASH

Sponsorship Proposal **2026**

**RUNNERS
CHOICE**



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Did you know...

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.

The Dash 4 Dad Walk/Run is held annually on Father's Day at Springbank Gardens.

Participants can choose to run, walk or dance their way around routes of:

1 KM

2.5 KM

5 KM

100M TOT RUN

MEDIA PARTNERS



ROGERS tv™

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A Bit About Us

Since 1998, families, friends and survivors have come together on Father's Day to change the future of prostate cancer.

Led by community volunteers, Dash 4 Dad has raised over **\$1.8M** in support since its inception.

Because of you, researchers are uncovering new ways to diagnose and treat prostate cancer. Additionally, patients are gaining access to more personalized care and outcomes are improving

| Together, we are **stronger than 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.

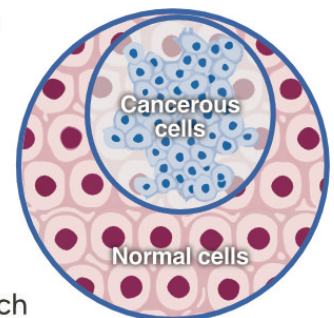
We invite you to review this year's sponsorship proposal, and some of our fundraising milestones over the next few pages. With significant event recognition and promotion, there are exciting sponsorship opportunities to choose from.

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

What is Prostate Cancer?

Prostate cancer is a disease where cells in the prostate grow and divide abnormally. It's 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. Chances of developing prostate cancer increase greatly after age 50, with nearly two out of three diagnosed men 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.



Our Impact

Raising Awareness in the Community

Beyond financial support, Dash 4 Dad drives meaningful change by raising awareness about prostate cancer. By bringing hundreds of people together, the event sparks conversations that might not otherwise happen and reminds families they aren't facing this disease alone.

This year, Dash 4 Dad also supported a free screening event for underserved populations, ensuring that more men have access to early detection.

Fuelling Research Through Grants

Dash 4 Dad provides crucial seed funding for research at LHSC. These grants, often in the range of \$30,000–\$50,000, enable urologists to pursue new ideas, build essential resources and launch projects that improve patient care.

What projects do these grants support?

- ✓ Dash 4 Dad support has enabled the creation of a prostate cancer biobank. By contributing to the team needed to collect and process these tumour samples, researchers can better understand why some cancers resist treatment.
- ✓ Other grants have focused on helping patients live well after treatment. For example, research led by Dr. Jeffrey Campbell is exploring ways to reduce side effects of prostate cancer therapies. Funding their work is currently pending ethics approval.

These early-stage projects are the building blocks that lead to bigger breakthroughs.

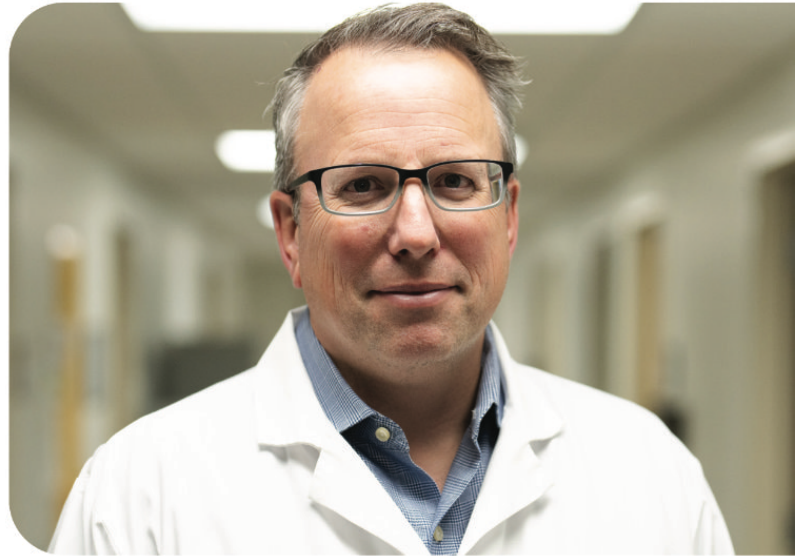


Dr. Jeffrey Campbell,
Urologist

The Chin-Hardie Chair In Urologic Oncology

A portion of Dash 4 Dad's success helped establish the Chin-Hardie Chair in Urologic Oncology. With only about 20 Urologic Chairs in Canada, this role positions LHSC at the forefront of urologic cancer care.

Dr. Brant Inman was recruited as the inaugural Chin-Hardie Chair in September 2023 for a term of five years. He is a renowned specialist in prostate, bladder and kidney cancers. He is also an expert in various surgical techniques, from robotic and laparoscopic to open surgery. His role as the Chin-Hardie Chair enables him to lead groundbreaking research, transforming cancer care for patients in Southwestern Ontario.



*Dr. Brant Inman
The Chin-Hardie Chair in Urologic Oncology*

Research empowered by the Chair

Dr. Inman is leading two novel studies with the potential to advance prostate cancer treatment:

TULSA vs. SURGERY:

For men with localized prostate cancer, the standard treatment—surgical removal of the prostate—often leads to lifelong side effects. This study is comparing surgery with the new TULSA procedure. This minimally-invasive technique uses real-time MRI-guided technology to guide the delivery of high-energy ultrasound to precisely heat and destroy the prostate cancer tissue in a way tailored to each patient, while protecting surrounding structures important for urinary and sexual function. If proven effective, TULSA could be a game-changer for quality of life.

Link to study details:

<https://clinicaltrials.gov/study/NCT05027477>

PERSONALIZED PROSTATE CANCER THERAPY

This trial is testing whether treatments tailored to a tumour's genetics can improve patient outcomes. By sequencing each tumour's DNA and matching patients to therapies designed for their cancer type, the study is bringing precision medicine directly into prostate cancer care.

Link to study details:

<https://clinicaltrials.gov/study/NCT04812366>

Transforming Care with PET-CT

Continued support has also reshaped diagnostic imaging at LHSC. Funds from Dash 4 Dad helped renovate a suite at Victoria Hospital (VH) to house a new Positron Emission Tomography (PET)-CT scanner.

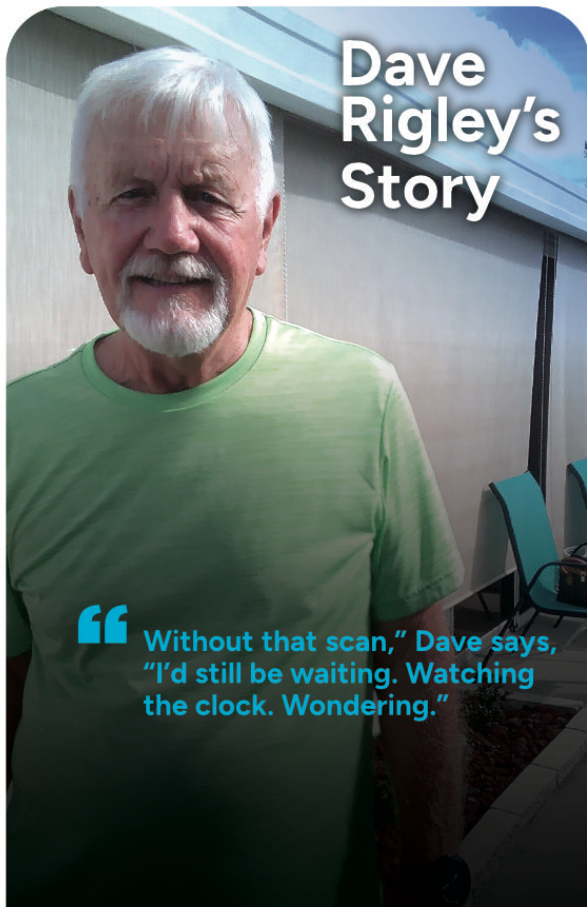
Before this renovation, PET-CT scans were done on an aging machine at another site. The scanner frequently broke down, slowing service and creating long wait times.

Today, because of Dash 4 Dad, all prostate cancer PET-CT scans have moved to VH. Wait times have dropped dramatically—from two to three months to just two to three weeks. The faster, more reliable scanner is supporting patients with many types of cancer, not just prostate.

LHSC is now positioned to adopt new theranostic treatments like ¹⁷⁷Lu PSMA (Pluvicto), a radioactive drug that targets prostate cancer cells, while leaving other cells alone. This leads to fewer side effects than chemotherapy and improves survival rates.

“PET-CT use has grown dramatically over the past three years. Without the second PET-CT at VH, we would face significant issues with wait times. The PET-CT aligns well with the needs of our therapy programs and has facilitated the use of Ga-68-based PSMA agents for staging and restaging prostate cancer. Having the PET-CT at VH has been vital to ensuring this imaging program meets the demands of our patients.”

-David Laidley, nuclear medicine physician at LHSC (pictured to the right)



Dave Rigley's Story

“Without that scan,” Dave says, “I’d still be waiting. Watching the clock. Wondering.”

Dave Rigley had already faced prostate cancer once. After receiving brachytherapy—a treatment where tiny radioactive seeds are placed inside the prostate—he went into remission.

Then his prostate-specific antigen (PSA) levels started rising again, suggesting the cancer might be back. Bone scans, CT scans and MRIs all came back clear. According to the images, Dave was healthy. But he knew something was wrong.

“How can they treat something they can’t even see?” Dave wondered.

That question led him to Dr. Glenn Bauman, a radiation oncologist at LHSC. Dr. Bauman recommended a PSMA PET scan, a new form of imaging that uses a tracer to make prostate cancer cells “light up” on the screen. The results were undeniable. A small cluster of cancer cells was hiding beneath Dave’s pelvic bone—completely invisible to traditional scans.

“It lit up like a beacon,” recalls Dr. Bauman.

Because PET scanning revealed exactly where the cancer was, Dave could be treated with focused radiation rather than starting long-term drug therapies with difficult side effects. His cancer was successfully eradicated.

2025 Event Recap



\$1,829,709

total raised for prostate cancer research at LHSC



\$98,204

raised in 2025



316

participants



187

new participants



32

teams



49%

participant retention from 2024



\$230

average fundraised by participants



Sponsorship Packages

Presenting
Thank you



Contribution amount.	\$7,500
Exclusivity as Presenting Sponsor with event title wording: "Dash 4 Dad presented by..."	✓
Logo on promotional and event material, t-shirts, and on-site signage as presenting sponsor.	✓
Speaking opportunity at the event.	✓
Opportunity to provide a branded participant gift	✓
First right of refusal for the following year's event.	✓
Exclusivity in sponsor's industry at corresponding sponsor level.	✓
Logo on all printed material.	✓
Opportunity to have an on-site tent or booth during event.	✓
Logo on Km markers on race route.	All 5 km markers
On-site sponsor recognition signage.	✓
Social media recognition (paid & organic content).	2 paid, 4 organic
Sponsor acknowledgement on-stage during event.	✓
Logo and recognition at sponsor level on dash4dad.ca website.	✓

Platinum <i>Two Available</i>	Gold	Silver	Bronze
\$5,000	\$3,000	\$2,000	\$1,000
✓			
✓			
✓			
✓	✓		
✓	✓		
On 4 km markers	On 3 km markers	On 2 km markers	On 1 km marker
✓	✓	✓	✓
1 paid, 3 organic	3 organic	2 organic	1 organic
✓	✓	✓	✓
✓	✓	✓	✓

What's Next for Dash 4 Dad



Dash 4 Dad's impact has been immense, but the work is not done. Wait times for diagnostic imaging remain a challenge and new technologies are emerging that could further improve outcomes.

Next steps include:

- ✓ MRI-targeted biopsies to improve accuracy in diagnosis.
- ✓ Micro-ultrasound technology to provide faster, more accessible alternatives to MRI.

Your ongoing support will ensure patients in London and beyond continue to benefit from the very best in research, diagnosis and care.

Compassion Changes Everything

Dash 4 Dad began because people believed there had to be something better for those affected by prostate cancer. And what you've helped build over the past 27 years is nothing short of extraordinary.

This event has become a platform for people to come together and take action. Because of Dash 4 Dad, critical research is advancing, wait times are being reduced and new treatments are on the horizon. But most importantly, you've shown patients and families they are not alone in their fight.

We are truly grateful for your compassion and your willingness to hope.



We wish to be recognized as:

- Presenting Sponsor - **\$7,500**
- Gold Sponsor - **\$3,000**
- Bronze Sponsor - **\$1,000**
- Platinum Sponsor - **\$5,000**
- Silver Sponsor - **\$2,000**

Additional ways to support:

- Sponsor the food tent - **\$500**
- Sponsor the silent auction table - **\$500**
- Sponsor the photo booth - **\$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

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-  www.dash4dad.ca



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