



The  
**Hazel McCallion**

**WALK  
FOR HEALTH**

Presented By:



**Sunday, June 5, 2022  
Port Credit Memorial Park  
Mississauga**

**2 km Walk / 5 km Walk  
Family Fun Festival**

# ***The Hazel McCallion Walk for Health, in support of Trillium Health Partners***

In the Spring of 2021, Trillium Health Partners Foundation (THPF) conducted a quantitative research study of our catchment. In this study, our donors and prospective donor audience was asked what type of pledge based community event they would like to see in our community, and almost 40% expressed interest in a walk. With this feedback, and a desire to develop an event that is accessible to the entire community, THPF decided to launch its first annual pledge-based community walk.

**On Sunday, June 5, 2022 we invite you to join us and our remarkable former mayor in the heart of Port Credit, Mississauga for The Hazel McCallion Walk for Health – a 2 km and 5 km fundraising walk along the Port Credit Waterfront Trail.**

Your participation will help raise crucial funds in support of building Canada's largest, the future home of *The Peter Gilgan Mississauga Hospital*. This new build is necessary to ensure our dedicated health care workers – who have worked tirelessly to keep our community healthy and safe over the past two years – have the leading-edge tools, equipment and resources they need to continue delivering exceptional care during this pandemic and beyond.

**At the end of your walk, enjoy a family-friendly festival featuring a barbeque lunch, inflatable bouncers, balloon animals, colouring contest, live entertainment and more!** Join us to raise funds for better health care in our community and to celebrate the health care workers that make exceptional care, close to home, possible.

In the attached package you will learn more about our new event, *The Hazel McCallion Walk for Health* and some high level details about the sponsorship options available. We would be happy to discuss the package in more detail and tailor the benefits to best suit your business needs.

**Thank you for your consideration of this proposal. We are very excited at the opportunity to bring you onboard as part of a community who is inspired to invest in a new kind of health care for a healthier community.**

# Why Your Support Matters

**The Hazel McCallion Walk for Health** will support the redevelopment and expansion of our Mississauga Hospital. What was a small community hospital in 1958 has since grown into a major centre for regional programs like cardiac care, stroke and more, supporting the health of our citizens, especially now during the pandemic. Over that time hospital standards have evolved and the presence of COVID-19 in our community has made it abundantly clear – we must redevelop.

THP serves one of the fastest growing and most diverse populations in Canada and has been challenged with an unprecedented demand for care. Adding to this pressure, during the pandemic, our community has been the hardest hit.

Your sponsored steps will help support THP in building Canada's largest hospital - the future home of **The Peter Gilgan Mississauga Hospital**. When the new hospital is built it will replace the existing 62-year old facility and is a critical part of THP's plan to build a new kind of health care that serves a growing and diverse community. *The Peter Gilgan Mississauga Hospital* will offer over 950 beds, more surgical capacity and a much larger emergency department.

**Major initiatives like this one are absolutely crucial in shaping a healthier tomorrow, and we invite you to be part of this journey.**



Rendering of the new Mississauga Hospital.  
Please note: for illustrative purposes only and subject to change.



## TRILLIUM HEALTH PARTNERS:

# WE ARE CANADA'S LEADING HOSPITAL, HERE IN YOUR COMMUNITY



**1.7M+**  
patient visits



**120,000**  
Mental health visits  
annually

**277,000+**  
emergency visits  
each year, more  
than the University  
Ave. hospitals  
combined



**72,000+**  
surgeries & procedures  
each year, #1 in Ontario



**12,000+**  
Staff, 2nd largest  
employer in  
Mississauga

## REGIONAL PROGRAMS

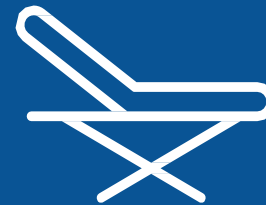
Geriatrics  
Neurosurgical  
Palliative  
Renal

Cancer  
Cardiac  
Diabetes  
Genetics

Stroke  
Thoracic  
Vascular  
Women's &  
Children's



**8,600+**  
babies delivered  
each year, #1 in  
Ontario



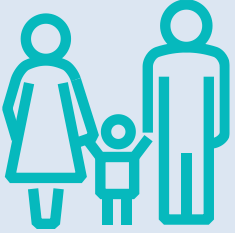



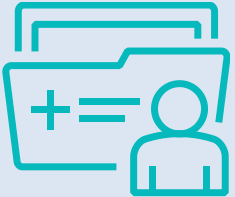



**1,370**  
**BEDS**  
#1 in Ontario

**\$1**  
**BILLION**  
Amount saved  
a year if all  
hospitals as  
efficient as THP

# DEMOGRAPHICS: OUR TARGET AUDIENCE

Sponsoring THPF's *The Hazel McCallion Walk for Health* offers maximum brand exposure, providing reach to a wide audience in Mississauga and the surrounding region.

TARGET AUDIENCE		PROSPECT DEMOGRAPHICS	
	<b>2,000+</b> Anticipated participants		<b>35 - 54</b> Average age
	<b>Urban professional families</b>		<b>\$109,000</b> Average household income
	<b>Corporations and organizations</b>		<b>29%</b> Belong to a visible minority
	<b>12,000</b> THP staff and volunteers		<b>42%</b> Have kids in the household

# THE HAZEL MCCALLION WALK FOR HEALTH SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	Presenting Sponsor \$100,000	Festival Sponsor \$75,000	Registration or Entertainment Sponsor \$50,000	Route or Start/Finish Line Sponsor \$25,000	Colouring Contest or Volunteer Sponsor \$15,000	Breakfast or Lunch Sponsor \$10,000	Community Sponsor \$5,000
<b>Pre Event Sponsorship Recognition</b>							
Sponsor category exclusivity	*	*	*	*	*		
Corporate logo embedded within event logo	*						
Complimentary team registration (10 people per team)	2	2	1	1	1		
Sponsored blog post to be highlighted in event e-communication	*	*					
Recognition in event advertising, including internal hospital marketing, and community outreach	All	Select Media	Select Media	Select Media	Select Media	Select Media	
Corporate logo on event website	*	*	*	*	*	*	*
Corporate logo in all e-communications and e-newsletters	*	*	*	*	*	*	
Opportunity to include 30-second promotional video message to be incorporated within e-communication and website	*						
Corporate logo on all mass mailings	*						
Recognition on Trillium Health Partners Foundation's social media outlets	*	*	*				
<b>Event Day Sponsorship Recognition</b>							
Live speaking opportunity during the opening remarks at the event	*						
Customized corporate team t-shirts	*	*	*	*	*		
Corporate logo on all event participant t-shirts	*	*	*	*	*	*	*
Corporate logo included on walk kit bags	*						
Opportunity to include a branded token/giveaway in walk kits	*	*	*	*	*		
Opportunity for a tent and table display at the event featuring your corporate brochures/product sampling/giveaways (table and two chairs provided by Foundation)	*	*	*	*	*		
Appreciation award presented at the event with an opportunity to address the audience	*	*	*				
Recognition on event day signage, including exclusive signage at sponsor-related location	All	Logo (4 signs)	Logo (3 signs)	Logo (2 signs)	Logo (2 signs)	Logo (shared)	Logo (shared)

Additional Sponsorship Opportunities	Sponsorship Amount	Key Benefits
Friend of THP	\$500	18" x 24" Lawn sign with corporate logo to be displayed along walk route
Marketplace Vendor Booth Fee	\$250	Opportunity to promote your business and display your products at the event

# MARKETING OUTREACH

THPF will invest in advertising that suits the best interest of the event and our sponsors, aiming for a mutually rewarding partnership.

Paid	Earned	Owned
Digital Billboards throughout Mississauga (10 faces)	Schools – e-newsletters (Mississauga and West Toronto catholic, public and private schools)	THP Foundation website (11,000 monthly views)
Digital Ads - Facebook, Instagram, Programmatic Display (Targeting by Geo and interest)	Endorsements by City of Mississauga Mayor and City Councilors	E-communications and mass mailings to donor database (30,000 subscribers)
City of Mississauga Street Pole Banners (high traffic areas – including near the walk site)	City of Mississauga Libraries (19 locations)	Monthly THPF E-News (30,000 subscribers)
City of Mississauga Community Centres and Arenas (41 locations)	City of Mississauga electronic newsletters	Boosted Social media posts and engagement (12,000+ followers / 250,000 weekly impressions)
Z 103.5 Radio (126 total spots + 8 announcer reads/3 social posts/website)	Local Businesses, including business associations (MBOT and BIA's)	THP staff and volunteers (12,000) – various tools and forums
Community event message boards	Sponsorship partners' social media networks	Physician mailboxes (1,311 physicians across three hospital locations)
Mississauga Bus Wraps x 11	Mississauga Marathon flyer in run kit	
	Event Media Release	

**Plus reach over 2,000 participants at the event!**

# THE HAZEL MCCALLION WALK FOR HEALTH SPONSORSHIP COMMITMENT FORM

Organization (Please print or type): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

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

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

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

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

Recognition Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## Sponsorship Levels: Select a box below

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> Presenting Sponsor – \$100,000   | <input type="checkbox"/> Route Sponsor – \$25,000             | <input type="checkbox"/> Volunteer Sponsor – \$15,000 | <input type="checkbox"/> Community Sponsor – \$5,000 |
| <input type="checkbox"/> Festival Sponsor – \$75,000  | <input type="checkbox"/> Start/Finish Line Sponsor – \$25,000 | <input type="checkbox"/> Breakfast Sponsor – \$10,000 | <input type="checkbox"/> Friend of THP – \$500       |
| <input type="checkbox"/> Registration Sponsor – \$50,000  | <input type="checkbox"/> Colouring Contest Sponsor – \$15,000 | <input type="checkbox"/> Lunch Sponsor – \$10,000     | <input type="checkbox"/> Marketplace Vendor - \$250  |
| <input type="checkbox"/> Entertainment Sponsor – \$50,000   |   |   |  |
| <input type="checkbox"/> <b>Cash Donation</b> _____ Donations of \$25+ will receive a tax receipt |   |   |  |

## Cheques Payable to Trillium Health Partners Foundation

- Cheque Enclosed       Invoice Required (*Invoices will be provided for \$1,000 or more*)

## Please Charge: (Electronic confirmation will be provided upon receipt of full payment)

Credit Card:       MasterCard       Visa       Amex      Card Type:    Business    Personal

Credit Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Month Year

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_



**Thank you for taking the time to consider the opportunities presented in this package!**

We rely on corporate partners like you for sponsorship, and we hope that you will consider supporting Trillium Health Partners Foundation through *The Hazel McCallion Walk for Health*.

For more information, please contact:

Miriam Myers  
Director, Community Engagement  
416-270-6195  
[Miriam.Myers@thp.ca](mailto:Miriam.Myers@thp.ca)

Trillium Health Partners Foundation respects your privacy and protects your personal information. We do not rent, sell or trade our mailing lists. The information you provide will be used to issue receipts and to keep you informed of Foundation activities. If you would like to be removed from our contact list, please call 905.848.7575 or email [foundation@thp.ca](mailto:foundation@thp.ca) and we will accommodate your request. Photos taken at the event will be used in marketing and promotional materials.