



Honouring Our Children Run

In The Spirit of Reconciliation

Sponsorship Opportunities

2024



2023 Run Recap

The Mazinaajim Children's Foundation is excited for the third annual "Honouring Our Children Run" which will be take place on September 30th, 2024 at Boulevard Lake. There will be options to run 5k, 10k or 15K and a free kids fun run with all proceeds going to the Mazinaajim Children's Foundation.

The Mazinaajim Children's Foundation is an Anishinabek-led charitable organization with a mandate to support the educational, recreational and cultural and community needs of Anishinabek children and youth. Mazinaajim has worked with over 6000 children and families who face many social and economic challenges. Last year the Foundation raised an incredible \$30,200 dollars for the Foundation. This year we are aiming to meet and exceed last year's revenue so we can continue to provide these much needed services in our community.

With your support we can continue to invest in our children, families and communities to ensure they advance in their education, health and well-being. Our vision is a future where all children have the opportunity to achieve their dreams and grow and develop into healthy community members.



Platinum Level Sponsor

\$5,000 (3 spots available)



- Prominent logo placement:
 - Listed as top sponsor on promotional items and website
- Social Media Promotion:
 - Featured on the event's social media channels, with dedicated posts highlighting your sponsorship and support. This can include mentions, tags, and links to the sponsor's social media accounts, driving traffic and engagement.
- On-site branding:
 - Prominent display of logo at Start, Finish, and stops along each race route
 - Company name on finish line break tape
- Public Recognition:
 - Special PA announcement mentioning sponsor name during and after the race
- Speaking Opportunity:
 - Opportunity to address the event participants, post-run immediately following dignitary remarks. This allows the sponsor to share their story, express their support for the cause, and connect with the audience on a deeper level.
- Participant Engagement:
 - Opportunity to engage directly with event participants by setting up a booth or tent where you can provide information, samples, or demonstrations of your products or services.
- Event Participation:
 - Includes six (6) complimentary run registrations

Gold Level Sponsor

\$2,000 (5 spots available)

- Prominent logo placement:
 - Listed as sponsor on promotional items and website
- Social Media Promotion:
 - Featured on the event's social media channels, with posts highlighting your sponsorship and support. This can include mentions, tags, and links to the sponsor's social media accounts, driving traffic and engagement.
- On-site branding:
 - Logo displayed at Start, Finish, and stops along each race route
- Public Recognition:
 - Special PA announcement mentioning sponsor name during and after the race
- Event Participation:
 - Includes four (4) complimentary run registrations



Sponsor The Medals

\$3,500 (1 spot available)



With over 600 runners participating, you'll be sponsoring their post-run celebration with medals for all runners. No matter the distance or time, all runners will receive a medal.

- Logo placement:
 - Listed as sponsor on promotional items and website
- Social Media Promotion:
 - Featured on the event's social media channels, with posts highlighting your sponsorship and support. This can include mentions, tags, and links to the sponsor's social media accounts, driving traffic and engagement.
- On-site branding:
 - Branding at Medal Station. Sponsor's logo will be displayed at the volunteer station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up at the Volunteer station.
- Participant Interaction:
 - The sponsor can have representatives stationed at the medal station to interact with event day participants and assist in the distribution of medals. This provides an opportunity to engage directly with 600 participants and create a positive brand experience.
- Public Recognition:
 - Special PA announcement mentioning sponsor name during and after the race
- Event Participation:
 - Includes four (4) complimentary run registrations

Sponsor The Volunteers

\$1,500 (2 spots available)

With over 40 volunteers on site, you'll be sponsoring the breakfast, lunch and refreshments for our volunteers throughout the day.

- Logo placement:
 - Listed as sponsor on promotional items and website
- On-site branding:
 - Branding at Volunteer Station. Sponsor's logo will be displayed at the volunteer station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up at the Volunteer station.
- Participant Interaction:
 - The sponsor can have representatives stationed at the volunteer station to interact with event day volunteers. This provides an opportunity to engage directly with 40+ volunteers and create a positive brand experience.
- Event Participation:
 - Includes two (2) complimentary run registrations



Sponsor The Entertainment

\$1,000 (2 spots available)

With over 600 runners on site, plus their families, you'll be sponsoring the entertainment to get the runners motivated pre-run and to celebrate all runners post-run. Entertainment includes jingle dancers, live musicians, a DJ, drummers and more.

- Logo placement:
 - Listed as sponsor on promotional items and website
- On-site branding:
 - Branding at Entertainment Station(s). Sponsor's logo will be displayed at the Entertainment station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up with the Entertainment.
- Association with positive and inclusive aspect of the fundraising run
 - By sponsoring the entertainment aspect of the event, your brand becomes associated with joy, excitement, and happiness. This can create a favorable brand perception among attendees and enhance their overall event experience, fostering positive brand affinity and loyalty.
- Event Participation:
 - Includes two (2) complimentary run registrations



Sponsor an Activity Station

\$750 (5 spots available)

- Logo placement:
 - Listed as sponsor on promotional items and website
- On-site branding:
 - Branding at Activity Station. Sponsor's logo will be displayed at the activity station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up at your unique station.
- Participant Interaction:
 - The sponsor can have representatives stationed at the activity station to interact with participants. This provides an opportunity to engage directly with runners and create a positive brand experience.
- Event Participation:
 - Includes one (1) complimentary run registrations



Sponsor a Water Stop Station

\$600 (5 spots available)

There will be Water Stations along the race route that showcase different businesses. Water stations have water and snacks available to all run participants.

- Logo placement:
 - Listed as sponsor on promotional items and website
- On-site branding:
 - Branding at the Water Station. Sponsor's logo will be displayed at the water station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up at your unique water station.
- Participant Interaction:
 - The sponsor can have representatives stationed at the water station to interact with participants. This provides an opportunity to engage directly with runners, offering encouragement, and create a positive brand experience.
- Event Participation:
 - Includes one (1) complimentary run registrations



Sponsor a Cheering Station

\$500 (5 spots available)

With over 600 runners participating, all of levels, we pride ourselves on encouraging all runners to do their best, and cheer them on along the route. With 10 cheering stations along the route, we're sure to keep the runners smiling.

- Logo placement:
 - Listed as sponsor on promotional items and website
- On-site branding:
 - Branding at the Cheer Station. Sponsor's logo will be displayed at the cheer station. Additional signage such as banners, or flags with the sponsor's logo and name can be provided by the sponsor to be set up at your unique cheer station.
- Participant Interaction:
 - The sponsor can have representatives stationed at the cheer station to interact with participants. This provides an opportunity to engage directly with runners, offering encouragement, and creating a positive brand experience.
- Event Participation:
 - Includes one (1) complimentary run registrations



Sponsor a Winner

\$500 - \$100 (12 spots available)

With over 600 runners participating, all of levels, we pride ourselves on encouraging all runners to do their best, and cheer them on along the route. We'd also like to acknowledge those who trained, who pushed through and accomplished a winning time for our 10K and 15K run lengths.

We will have winners in the 15km category for both male and female runners.

Option to provide monetary sponsorship to cover cost of one or more winners.

- 1st place – \$500.00 Female/ \$500 Male
- 2nd place – \$400.00 Female/ \$400 Male
- 3rd place – \$300.00 Female/ \$300 Male

We will also have winners in the 10km category for both male and female runners.

Option to provide monetary sponsorship to cover cost of one or more winners.

- 1st place - \$300.00 Female/ \$300 Male
- 2nd place - \$200.00 Female/ \$200 Male
- 3rd place - \$100.00 Female/ \$100 Male



Other Benefits

- All sponsors and donors will be recognized by announcement at the start and end of the event, as well as throughout the run.
- The names and logos of our sponsors will be posted in our interagency newsletter, Dilico website, Facebook page, at the start and finish lines, as well as at the registration check in table.

Your sponsorship helps defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for volunteers, medals, complimentary drinks and snacks for each race participant and all volunteers. Any additional money from sponsorships will help go toward our fundraising goal of \$50,000+.

We encourage our runners and staff to support all of the local businesses who supported us in making our National Day of Truth and Reconciliation Run for Our Children a successful one. We also encourage sponsors to inspire your friends and staff to join us and create lasting memories together.

If you have any questions or would like further information, please contact Blythe Haynen at (807) 633-1316 or via email events@dilico.com,

Registration for the run: www.HonouringOurChildrenRun.ca

On behalf of the Foundation, we thank you for your consideration of this request and look forward to hearing from you.

Kindest Regards,

Mazinaajim Children's Foundation Board

