



SPONSORSHIP PACKAGE

2019-2020

onerun.ca

ABOUT ONERUN



Together We Fight!

Theresa Carriere, mother of four, local college basketball coach and ONERUN founder, has grown to be the inspiration for an entire community. She has shown courage and determination, not only by fighting and beating breast cancer and running 100 km in one day, five times, but also by proving that by working together and supporting one another through whatever struggles we are having, we can build strength and inspire hope. ONERUN has since grown to include 15 high schools and 6,000 students who host their own ONERUN that sees teams of staff and students complete 100 kms during the school day.

Since ONERUN was established in 2010, over \$1.3 million has been raised and donated to local organizations that provide support to families going through cancer. The impact of ONERUN has been felt by thousands.

ONERUN's 10th Anniversary

On Friday, June 19, 2020 Theresa Carriere, will once again be running 100kms in one day. However, she will not be running alone. The ONERUN team will be inviting 10 local survivors to run 10kms each, as well as, 10 survivors from across Canada to join us in London, Ontario.

ONERUN is a mission of hope and bringing survivors together will inspire others, regardless of their life's challenge, to stay strong. We are extremely excited to share the ONERUN experience and have its giving spirit the opportunity to expand the nation.

OUR IMPACT



With your donation, you have joined a group that has helped make thousands of women's lives easier in the London and Middlesex area.

London Health Science Foundation

This year, ONERUN contributed **\$15,000** towards the Massel-Cruickshank Breast Cancer Patient Assistance Fund – bringing ONERUN's total contribution to **\$269,469** and the cumulative total towards LHSC to **\$578,214**.

With generous supports like ONERUN, LHSC can assist patients and their families during a difficult breast cancer journey and help remove barriers – especially for those who may have stopped treatment due to financial hardship.

ONERUN events continue to spread a positive message about the need for research and patient assistance, and has inspired community members from all over the region to continue the spirit of giving and helping others.

In 2019, ONERUN helped breast cancer patients at London Health Sciences Centre (LHSC) be relieved of a financial burden related to their diagnosis. We are truly grateful for your dedication and support to this cause.

St. Joseph's Health Care London

Through the generous support of ONERUN, St. Joseph's Health Care London will be able to replace the current Magnetic Resonance Imaging (MRI) machine with a much stronger 3T model that offers enhanced image quality to ensure patients get the best possible care.

The new MRI will benefit many different care areas and touch the lives of thousands of people across our region. The upgraded 3T MRI will provide better quality images to detect problems that could be missed by less powerful scanners. The 3T MRI also features a wider space to lie down, making procedures more comfortable, and making it possible to provide shorter procedures and serve more patients each day, making the waiting period for assessments shorter and less anxious.

OUR IMPACT

Wellspring London is a facility that offers supportive care programs, at no cost, for individuals affected by cancer. The money raised by ONERUN directly supports the following programs:

Nourish

- \$43.83 per person/per class
- There are 11 classes in a session and 3 sessions are offered each year
- \$1,446.39 for one person to attend Nourish for the year
- We accept 16 people per class
- Total cost of Nourish for the year is \$23,142.24

Patient Support Group

- \$37.40 per person/per week
- 8 week sessions
- \$299.20 for one person to attend a full 8 week session
- 10 people per session, 3 times a year = \$8,976.00

Cancer Exercise

- \$37.25 per person/per session
- \$745 for 20 sessions plus \$75 in assessment costs for a total of \$820
- Approximately 25 people participate in this program each year for a total cost of \$20,500

Art Therapy

- \$31.19 per person per week
- 12 people per week
- \$374.28 per week of art therapy - \$17,967.36 each year

Yoga

- \$10.39 per yoga class
- 4000 program occurrences each year
- \$41,061.28

Aquafit

- \$9.93 per hour
- Approximately 20 people attend each day and the program is offered twice a week
- \$397.20 per week; \$20,660.64 per year

Meditation

- 1560 program occurrences each year
- Each occurrence costs \$18.75
- \$29,257.28 per year

DIGITAL MARKETING RESULTS

(from 2018-2019)

5,873,432

Impressions

(up from 2,309,114 previous year)

16,500 +/-

Increase in Followers

(roughly 12,500 followers from previous year)

125,339

Engagement*

(up from 51,027)



Notable Growth

ONERUN's Instagram account went from roughly 700 followers at that start of the 2019 season to **13,000+** followers.

**Engagement is the amount of times someone likes, comments, shares, etc our post.*

SPONSORSHIP LEVELS

	TITLE SPONSOR \$35,000 <small>(NO LONGER AVAILABLE)</small>	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	FRIENDS \$1,000
Exclusive Name & Logo on Event Signage & Pre-Event Emails	✓	—	—	—	—	—
Welcome to students at high school opening ceremonies (10 schools total)	✓	—	—	—	—	—
Logo on all high school participants tshirts (approx 6,000 shirts)	✓	—	—	—	—	—
Host start line on June 19 th	✓	—	—	—	—	—
Company vehicle in entourage on June 19 th (100km Run)	✓	✓	—	—	—	—
Speaking opportunity at both start & finish line on June 19 th	✓	✓	—	—	—	—
Logo on route runner tshirts (120 shirts)	✓	✓	—	—	—	—
Booth presence with promo at all ONERUN high schools (10 schools total)	✓	✓	Company Banner	Company Banner	Company Banner	—
Finish line booth on June 19 th	✓	✓	Banner at finish line	Banner at finish line	On sponsorship thank you banner	On sponsorship thank you banner
Foursome entry in ONERUN golf tournament	✓	✓	✓	—	—	—
Customized social media posts/ logo on all print promo posters	✓	✓	✓	—	—	—
Name highlighted during all radio interviews acknowledging sponsorship	✓	✓	✓	—	—	—
Logo on ONERUN vehicle decal	✓	✓	✓	—	—	—
Company banner displayed at all ONERUN events (100km Ride & Golf Tournament)	✓	✓	✓	—	—	—
Theresa provide speaking engagement at organization	✓	✓	✓	—	—	—
Name & Logo on Website identifying sponsorship level	✓	✓	✓	Company name only	Company name only	Company name only
10 ONERUN t-shirts OR Company Team entered at a ONERUN school event (along with 10 participant t-shirts)	✓	✓	✓	✓	—	—
ONERUN appreciation plaque	✓	✓	✓	✓	✓	—
Kms assigned on 100km route with designated runner	2kms on route (first & last km)	2kms on route (first & last km)	2kms on route	1km on route	1km on route	1km on route