

20TH ANNUAL

Our Hospital Walk/Run

September 27



2006-2026



Sponsorship Opportunities

North Bay
Regional Health
Centre Foundation



Fondation du Centre
régional de santé
de North Bay

Our Hospital Walk/Run is one of our community's favourite fundraising traditions, bringing families, local businesses, healthcare professionals, volunteers, and community leaders together with a shared commitment to exceptional healthcare, close to home.

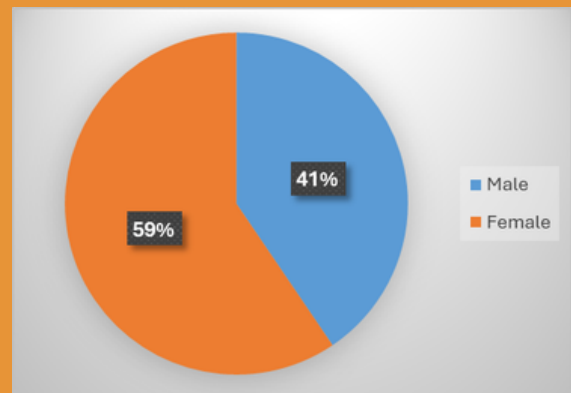
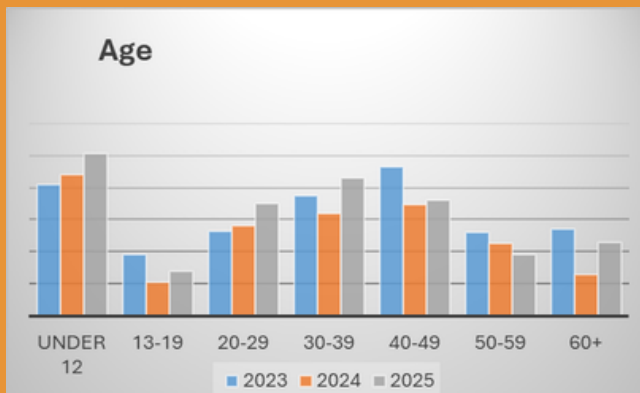
The Walk/Run engages a broad cross-section of our community. Participants span multiple generations, with strong representation from families, working professionals, and competitive runners. Many participants return year after year, often fundraising through their personal and professional networks, extending the event's reach well beyond those who register and /or volunteer.



Marketing Reach:

- **5,000+ website** visits (4 month campaign period)
- **6,500 email** subscribers, including donors, participants, volunteers, and community members
- **8,500+** followers across Facebook and Instagram
- **2,500+ NBRHC** employees in North Bay & Sudbury
- **500-600 participants** and volunteers, as well as NBRHC patients and visitors

Participant Demographics:



As a sponsor, your business will benefit from a \$40,000 mixed-media marketing campaign.

2026 Summary of Benefits

	Coach \$750	Water \$1,000	Bronze \$1,250	Silver \$2,500	Gold \$5,000	Route \$7,500
Free Registrations	2	4	6	8	10	14
Banner Displayed at Finish Line Ceremony Area (Banner Supplied by Sponsor)	X	X	X	X	X	X
Recognition on Event Website	X	♥	♥	♥	♥	♥
Recognition on Promotional Mailer 🍁 (17,000 print & 11,000 digital)		X	♥	♥	♥	♥
Listed in the Foundation's Annual Impact Report		X	X	X	X	X
Logo Displayed on Water Stations on Event Day		♥	N/A	N/A	N/A	N/A
Sponsorship Announcement on Social Media			X	X	X	X
Logo Recognition on Event Poster 🍁				♥	♥	♥
Recognition on Race Route 🏃				X	♥	♥
Business Highlight in E-Blast					X	X
Recognition on Email Footers					♥	N/A
Recognition on Email Headers						♥
Name the 10km, 5km or Hospital Mile (Eg. "Your Business" 5km)						X
PSA/Media Release Announcing Your Sponsorship						X
Recognition at Starting Line 🏃						X
Logo on Participant Bibs (route specific) 🏃						♥

Optional Opportunities

Team Building Rally	X	X	X	X	X	X
Provide Promotional Products/Discounts to Participants	X	X	X	X	X	X
Video Feature for Social Media				X	X	X
Participate in Radio or TV Commercials					X	X
Present Finish Line Medals					X	X

Chart Legend

🍁 Please confirm prior to May 31, 2026, for print deadline.

♥ Your company logo will appear.

🏃 Please confirm prior to September 1, 2026, for print deadline.



SPONSOR BENEFITS

Route - \$7,500 (3 available)

- Name the 10km, 5km or Hospital Mile
 - Eg. "Your Business" 5km
- PSA/media release announcing your sponsorship
- Sponsor highlight in E-Blast
- Logo recognition at starting line
- Logo displayed on participant bibs (route specific)
- Logo recognition around the ring road
- Logo on all email headers
- Prominent logo placement on event website
- Sponsorship announcement on social media
- Logo recognition on all print advertising
 - Promotional Mailer - 17,000 print & 11,000 digital
 - Event Poster - 200+
- Banner displayed at finish line area
 - (banner supplied by sponsor)
- Certificate of recognition
- Listing in Foundation's Annual Impact Report
- 14 free registrations

Optional Opportunities:

- Present race medals during closing ceremony
- Participate in radio or TV commercials
- Video feature for social media
- Provide promotional products/discounts to participants
- Team Building Rally

Gold - \$5,000

- Sponsor highlight in e-blast
- Logo recognition around the ring road
- Logo on all email footers
- Sponsorship announcement on social media
- Logo recognition on all print advertising
 - Promotional Mailer - 17,000 print & 11,000 digital
 - Event Poster - 200+
- Banner displayed at finish line area
 - (banner supplied by sponsor)
- Certificate of recognition
- Listing in Foundation's Annual Impact Report
- 10 free registrations

Optional Opportunities:

- Present finish line medals
- Participate in radio or TV commercials
- Video feature for social media
- Provide promotional products/discounts to participants
- Team Building Rally

Silver- \$2,500

- Sponsorship announcement on social media
- Logo recognition on event website
- Logo recognition on select print advertising:
 - Promotional Mailer - 17,000 print & 11,000 digital
 - Event Poster - 200+
- Recognition around the ring road
- Banner displayed at finish line area
 - (banner supplied by sponsor)
- Certificate of recognition
- Listing in Foundation's Annual Impact Report
- 8 free registrations

Optional Opportunities:

- Video feature for social media
- Provide promotional products/discounts to participants
- Team Building Rally

SPONSOR BENEFITS



Bronze- \$1,250

- Sponsorship announcement on social media
- Logo recognition on event website
- Logo recognition on select print advertising:
 - Promotional Mailer - 17,000 print & 11,000 digital
- Banner displayed at finish line area
 - (banner supplied by sponsor)

- Certificate of recognition
- Listing in Foundation's Annual Impact Report
- 6 free registrations

Optional Opportunities:

- Provide promotional products/discounts to participants
- Team Building Rally

Water- \$1,000

- Logo displayed on Water Stations on event day
- Logo recognition on event website
- Business listed on select print advertising:
 - Promotional Mailer - 17,000 print & 11,000 digital
- Banner displayed at finish line area
 - (banner supplied by sponsor)

- Certificate of recognition
- Listing in Foundation's Annual Impact Report
- 4 free registrations

Optional Opportunities:

- Provide promotional products/discounts to participants
- Team Building Rally

Coach- \$750

- Listed recognition on event website
- Certificate of recognition
- 2 free registrations
- Banner displayed at finish line area
 - (banner supplied by sponsor)

Optional Opportunities:

- Provide promotional products/discounts to participants
- Team Building Rally



