



# 2018 SPONSORSHIP PACKAGE

JULY 8<sup>TH</sup> 2018

REV IT UP

## OUR MISSION

Since 2012, our **REV IT UP** Community has generously contributed half a million dollars to help win the fight against Broken Hearts. The SickKids VS Broken Hearts Campaign seeks to ensure that patients suffering from any congenital heart defect are not prevented from thriving and living fulfilling lives. We proudly contribute 100% of all voluntary donations to purchasing state of the art medical equipment for the Heart Centre.

This year, we are pushing the pedal to the metal as we dedicate ourselves to raising another \$250,000.00 by July 8th, 2018.

Our efforts will help fund the development of a new, coming of age Hospital for SickKids. With your corporate effort, we are bound to make this dream come true!

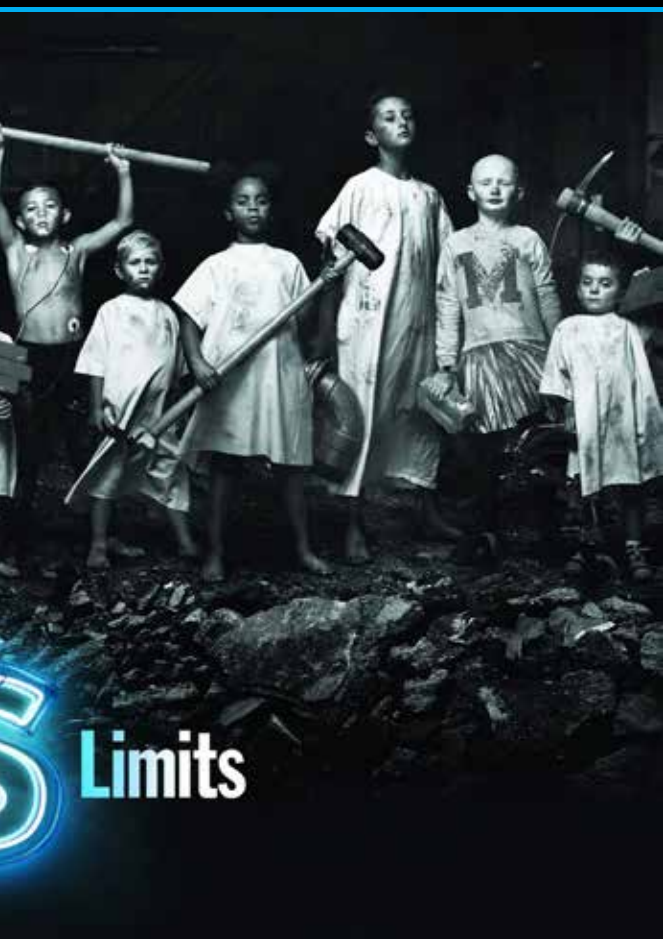
**REV IT UP** is accredited by the SickKids Organization as a Catalyst Donor because our organization has boldly committed itself to raising one million dollars toward the VS Campaign - the largest hospital fundraising campaign in Canadian health-care history!

All **REV IT UP** board and committee members dedicate their time and support as pro bono volunteers to the charity.

Members meet regularly and come together to plan and carry through the event's mission and vision.



HELP CHILDREN BE KIDS AGAIN



## THE EVENT

In 2012, the *REV IT UP* founding committee took a tour of the Hospital for Sick Children. They were shocked to learn that each year, over 100,000 children seek treatment at this facility and the number continues to rise.

Witnessing precious children in their time of need was the catalyst that drove the team to get involved with the SickKids Campaign.

Powered by love for kids and the open road, a plan was devised: the result was the *REV IT UP* for SickKids Ride!

With the help of our corporate sponsors, *REV IT UP* hosts an increasingly publicized and highly attended annual summer charity and motor ride event.

Participants embark on an exhilarating cruise from Vaughan to the Hospital for Sick Children in Toronto, along Lake Ontario, to our grand finale destination.

From start to finish, riders are treated to delectable fare, sparkling refreshments, live entertainment, gift bags, and amazing prizes - all of which contribute to an unforgettable experience that facilitates our advocacy for SickKids.

The *REV IT UP* for SickKids Ride is truly one of a kind. Our strong partnership with the Hospital for Sick Children grants our participants exclusive attendance at the hospital on the day of our ride to formally meet with patients and staff. Together, we listen to their experiences of medical triumph. Their success stories are due in part, to the life-saving equipment that is afforded because of our tremendous, ongoing support. This precious interaction with the lives we touch reminds us to never lose sight of our fundraising goal.

# REV IT UP SPONSORSHIP

REV IT UP



**REV IT UP** is dedicated to building relationships with corporate sponsors because they afford us with the tools we need to redefine and amplify the **REV IT UP** experience! With their support, we succeed in hosting well-publicized, memorable events, captivating a growing number of attendees every single year. Strong participant support ensures that young patients will continue to receive the best care that science, technology, and compassion have to offer – here in Toronto and around the world.

### **CELEBRITY GUESTS IN SUPPORT OF REV IT UP**

In the past, our events have attracted Canadian television personalities such as Giacomo Giannotti of “Grey’s Anatomy”, Amanda Brugel, starring in CTV’s “The Handmaid’s Tale” along with fellow actors Natalie Brown, Kate Penney, Zoie Palmer, Robert Davi and The Bieber Family.

We take great pride in watching our **REV IT UP** community grow to include such talented artists!

We are grateful for your profound benefaction and we look forward to developing a partnership with you as an official **REV IT UP** corporate sponsor. Together, we may continue to support a SickKids vision for the future: Healthier children. A better world.



HELP CHILDREN BE KIDS AGAIN



## PLATINUM SPONSOR \$10,000

As a **REV IT UP PLATINUM SPONSOR**, your company will receive **TRADE CATEGORY EXCLUSIVITY**, along with the following benefits:

### BRAND RECOGNITION

- Logo placement on event collateral materials: Posters and Postcards | Event Signage.
- Logo placement in event video on display at the Grand Finale event.
- Recognition in email newsletters via the **REV IT UP** newsletter club.
- Motor ride LEAD with company branded vehicle.
- Feature area naming rights & prominent logo placement in ALL event print advertising.
- Radio commercial brand recognition in ALL radio commercial advertisements.
- Distinguished logo placement on event website with direct access to your company page.
- Onsite signage at ALL major destination points.
- Opportunity for product sampling and distribution, if applicable.

- Opportunity to distribute promotional items or materials in official event gift bags.

### MEDIA

- Print exposure.
- Prominent event program exposure.
- Prominent corporate logo exposure on official **REV IT UP** website.
- Social media recognition (Twitter, Facebook, Instagram).
- Recognition during ALL public service announcements & MC announcements.

### HOSPITALITY

- Premium event booth space at kick-off point.
- Grand finale event tickets for corporate management.
- Priority seating at grand finale event.

### A GIFT FROM REV IT UP FOR SICKKIDS

- Official event sponsorship plaque.

## GOLD SPONSOR \$5,000

As a **REV IT UP GOLD SPONSOR**, your company will receive the following benefits:

### BRAND RECOGNITION

- Logo placement on event collateral materials: Posters and Postcards | Event Signage.
- Logo placement in event video on display at the Grand Finale event.
- Recognition in email newsletters via the **REV IT UP** newsletter club.
- Opportunity to participate in the ride with a company branded vehicle.
- Prominent logo placement in ALL event print advertising.
- Radio commercial brand recognition in select commercial advertisements.
- Distinguished logo placement on event website with direct access to your company page.
- Onsite signage at kick-off event.
- Opportunity for product sampling and distribution, if applicable.
- Opportunity to distribute

promotional items or materials in official event gift bags.

### MEDIA

- Print exposure.
- Event program exposure.
- Corporate logo exposure on official REV IT UP website.
- Social media recognition (Twitter, Facebook, Instagram).
- Recognition during select public service announcements & MC announcements.

### HOSPITALITY

- Event booth space at kick-off point.
- Grand finale event tickets for corporate management.
- Reserved seating at grand finale event.

### A GIFT FROM REV IT UP FOR SICKKIDS

- Official event sponsorship plaque.





## SILVER SPONSOR \$2,500

As a *REV IT UP SILVER SPONSOR*, your company will receive the following benefits:

### BRAND RECOGNITION

- Logo placement on event collateral materials: Posters and Postcards | Event Signage.
- Logo placement in event video on display at the Grand Finale event.
- Recognition in email newsletters via the *REV IT UP* newsletter club.
- Opportunity to participate in the ride with a company branded vehicle.
- Prominent logo placement in select print advertising.
- Logo placement on event website with direct access to your company page.
- Onsite signage at grand finale event.
- Opportunity to distribute promotional items or materials in official event gift bags.

### MEDIA

- Print exposure.
- Event program exposure.
- Corporate logo exposure on official REV IT UP website.
- Social media recognition (Twitter, Facebook, Instagram).

### HOSPITALITY

- Reserved seating at grand finale event.

### A GIFT FROM REV IT UP FOR SICKKIDS

- Official event sponsorship plaque.

## **BRONZE** SPONSOR

As a REV IT UP BRONZE SPONSOR (\$1,500), your company will receive the following benefits:

### **BRAND RECOGNITION**

Opportunity to participate in the ride with a company branded vehicle.

Logo placement on event website with direct access to your company page.

Onsite signage at grand finale event  
Opportunity to distribute promotional items or materials in official event gift bags.

### **MEDIA**

Event program exposure.

Corporate logo exposure on official **REV IT UP** website.

Social media recognition (Twitter, Facebook, Instagram).

### **A GIFT FROM REV IT UP FOR SICKKIDS**

Official event sponsorship plaque.

## **REVVED UP** SPONSOR

As a REVVED UP SPONSOR, (\$650) your company will receive the following benefits:

### **MEDIA**

Corporate logo exposure on official **REV IT UP** website.

Social media recognition (Twitter, Facebook, Instagram).

## **IN-KIND** SPONSOR

As an IN-KIND SPONSOR (OFFERING), your company will receive the following benefits:

### **MEDIA**

Corporate logo exposure on official **REV IT UP** website.

Social media recognition (Twitter, Facebook, Instagram).

### **IN-KIND OFFERING**

Breakfast spread provided for up to 200 guests for the morning kick-off event.

Beverages.

Continental breakfast fare.

Auction items.

Product for event gift bags.



# SPONSORSHIP FORM



**NAME:** .....

## INFORMATION:

Company:

Address:

City/Province/Postal Code:

TEL/Fax:

E-mail:

## SPONSORSHIP LEVELS:

- |                      |            |
|----------------------|------------|
| 1. PLATINUM Sponsor  | \$10,000   |
| 2. GOLD Sponsor      | \$5000     |
| 3. SILVER Sponsor    | \$2500     |
| 4. BRONZE Sponsor    | \$1250     |
| 5. Revved Up Sponsor | \$650      |
| 6. IN-KIND Sponsor   | (OFFERING) |

## PAYMENT:

Please make cheques payable to "REV IT UP FOR SICK KIDS" and send along with this completed form to:

REV IT UP FOR SICK KIDS  
11A Zenway Blvd Unit 1  
Vaughan, ON, L4H 3H9  
Email: [info@revitupforsickkids.com](mailto:info@revitupforsickkids.com)  
Phone: 905-850-8400 ext. 116  
OR 647-618-8425

## DESCRIPTION:

[Large empty box for description]

.....  
Company Representative (Print Name)

.....  
Signature

.....  
Date