



SPONSORSHIP PROSPECTUS - 2024

LIGHT

UP

McCormick

SPARK THE SPIRIT OF GIVING

*An innovative community partnership*



McCormick  
Care Foundation

Advancing Excellence in Dementia Care

# LIGHT UP McCormick

SPARK THE SPIRIT OF GIVING

McCormick Care Foundation is thrilled to present [Light Up McCormick](#), a heartwarming holiday campaign dedicated to bringing joy to residents, clients, and families, while supporting the future of long-term and dementia care.

This festive initiative unites our community to raise funds for McCormick Care Group, where each donation lights another tree, symbolizing hope, compassion, and support for those we serve.

The more we raise, the brighter McCormick will shine, literally lighting up the lives of residents and their loved ones.

Join us for the campaign launch event, a magical evening at McCormick's outdoor Santa's Village. Planned by Fanshawe College's Recreation and Leisure students, the evening will feature holiday entertainment, festive activities, and the ceremonial lighting of the first tree.

## Campaign Launch Event Details

**Date:** November 20, 2024

**Time:** 5:00 PM - 7:00 PM

**Location:** McCormick Care Group (*front parking lot*)  
2022 Kains Rd, London, ON

**Attendees:** 250

**Beneficiary:** Learning and Development Centre

*The Learning and Development Centre is dedicated to advancing dementia and long-term care education, featuring Ontario's first Long-Term Care simulation lab to address critical workforce shortages in healthcare.*





# Why Your Sponsorship Matters

The [\*Light Up McCormick\*](#) campaign aims to raise **\$50,000** to light up 28 trees, each representing hope and joy for the residents of McCormick Home and clients of McCormick Dementia Services.

In addition, the funds will support high-priority needs such as the Learning and Development Centre, home to Ontario's pioneering Long-Term Care simulation lab.

This lab is preparing tomorrow's healthcare workforce to meet the critical needs of dementia and long-term care.

## Why Partner with Us?

Your sponsorship will make a lasting difference in the lives of the residents and their families. With your help, we can light up more than just trees – we can brighten the future of long-term care and dementia services.

Your support will fund innovative programs that train the next generation of healthcare professionals, ensuring they are prepared to deliver compassionate care for years to come.

## Sponsorship Opportunity

# Sponsorship Amount: \$2,500

As a sponsor of Light Up McCormick, your generous contribution will help us reach our goal of lighting all 28 trees while supporting the programs that directly benefit the residents and families in our care.



## Your Sponsorship Benefits Include:

- **Tree Lighting & Signage:** One of 28 trees will be illuminated in your name, with branded signage at the base of your sponsored tree.
- **Social Media Promotion:** Your company will be acknowledged across McCormick Care Foundation's social media platforms (Instagram, Facebook, and LinkedIn).
- **Website, Email, & Poster Recognition:** Your logo will be featured on our website, in email blasts, and on campaign posters, providing visibility throughout the event.
- **Billboard Advertising:** Your business name/logo will be showcased on a high-traffic billboard at the corner of **Commissioners Rd. and Oxford St.**, on **1- side** for **1- week**, offering valuable exposure during the holiday season.
- **Holiday Meal Sponsorship:** Your sponsorship will fund a special holiday meal for residents of McCormick Home and clients of the McCormick Dementia Services Day Program.
- **Team- Building Volunteer Opportunity:** Your team (up to 10 people) can participate in a volunteer opportunity to serve holiday meals to our residents, with limited dates available on a first-come, first-served basis.





## Your Sponsorship Benefits Continued:

- **Recognition at the Launch Event:** Be acknowledged during the *Light Up McCormick* campaign launch event in front of 250+ attendees.
- **Gift Bag Promotional Opportunity:** Include your promotional items in the event gift bags provided to attendees.
- **Business Acknowledgment Receipt:** Receive a business receipt acknowledging your contribution for tax purposes.

## Philanthropic Donations

Your generous gift to McCormick Care Foundation will have a significant impact for clients and their families.

All business & personal donations will be issued either a business acknowledgement or tax receipt as per CRA Guidelines.



## Be Part of the Change

Together, we can *Spark the Spirit of Giving* and make a meaningful impact this holiday season. Join us in supporting *Light Up McCormick* and spreading joy to those who need it most.

### Contact Us

For more information or to confirm your sponsorship, please contact:

Michelle Hancock, Executive Director

McCormick Care Foundation

Phone: 519-619-1937

Email: [mhancock@mccormickcarefoundation.ca](mailto:mhancock@mccormickcarefoundation.ca)

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*Thank you for considering this opportunity to give back and help us make the holidays brighter for everyone at McCormick.*