



**McCormick  
Care Foundation**

Advancing Excellence in Dementia Care

# Sponsorship Proposal

MEDPOINT  
HEALTH CARE CENTRE

fit4care



**MAGGIE'S RUN**



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**Maggie's Run is back**—bigger and better than ever!

Mark your calendars for **Saturday, September 13, 2025**, as we introduce exciting new races and activities for all ages and fitness levels!

This year, we're proud to present Fit for Care, brought to you by Medpoint Health Care Centre—an inspiring way to move for a cause that matters.

Your participation and sponsorship go beyond government funding, helping provide vital dementia and long-term care support for our senior community. This isn't just a run—it's a chance to create real impact.

Join us, **move with purpose**, and be part of something truly meaningful!

**2025 FUNDRAISING GOAL**

**\$60,000**

**Why Maggie's Run?**

**Honouring a Legacy, Building a Community**



Maggie Hanham was a woman of unwavering strength, compassion, and dedication. As a perinatal nurse, she cared for countless families with kindness and grace, offering comfort during life's most precious moments. Her selflessness extended far beyond her profession—when her husband was diagnosed with Alzheimer's, she became his devoted caregiver, embodying love and resilience in the face of hardship.

In a poignant turn, Maggie herself was later diagnosed with Alzheimer's, beginning a new chapter in her journey. She became a cherished resident of McCormick Home, where she received the same compassionate care that she had once given to so many. Through every stage of life, Maggie faced each challenge with dignity, strength, and an enduring spirit that continues to inspire us all.



# Event Highlights

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10k RUN | 5k RUN | 2.5k WALK



Residence 1k Roll Stroll



Wellness Fair &  
Community Celebration





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# Sponsorship Packages

## Presenting Sponsor

**Contribution: \$5000**

### **Benefits:**

Your brand will go the distance when you become Fit for Care's Exclusive Presenting Partner!

### **Your sponsorship package includes:**

- Exclusive logo recognition incorporated with Fit for Care and Maggie's Run logo
- Podium Remarks during Capstone Celebration Event
- Full-page ad in event program (5" x 8")
- MC podium acknowledgement
- Premium Location: Booth display space at the Wellness Fair/ Dedication Ceremony at McCormick Home

### **Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Premium placement on Run shirt
- All promotional materials pertaining to Fit for Care including but not limited to:
- Premium logo placement in promotional and marketing materials
- Social Media Tags and links
- Event day signage
- Main sponsor posters

### **Additional Benefits:**

- Twenty (20) Run Registrations
- Twenty (20) Entries into the Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgment Receipt





10k RUN

5k RUN

2.5k WALK

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## Residence 1k Roll Stroll

**4 of 4 Available**  
**Contribution: \$2500 each**

Your brand will help create lasting memories and help us capture the inspiring moments during the event.

**Your sponsorship package includes:**

- Recognition as the 10k, 5k or 2.5k sponsor
- MC podium acknowledgement
- Full-page ad in event program (5" x 8")
- Premium Location: Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Care Group

**Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Premium placement on Run Shirt
- All promotional materials pertaining to the 10k Run including but not limited to:
- Promotional and marketing materials
- Social Media Tags and links
- Event day signage
- Main sponsor poster

**Additional Benefits:**

- Twenty (20) Run/Walk Registrations
- Twenty (20) Entries into the Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt

## Wellness Fair & Community Celebration

**2 of 2 Available**  
**Contribution: \$2500 each**

Support our vibrant Community Celebration and leave a lasting impression by sponsoring this unforgettable event.

**Your sponsorship package includes:**

- Recognition as the Community Celebration Sponsor or Wellness Fair Sponsor
- Half-page ad in event program (5" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Care Group

**Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Run Shirt
- All promotional materials pertaining to Fit for Care including but not limited to:
- Promotional and marketing materials
- Social Media Tags and links
- Event day signage
- Main sponsor posters

**Additional Benefits:**

- Twenty (20) Run/Walk Registrations
- Twenty (20) Entries into the Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt



# Run Time Sponsor

## *Contribution: \$2500*

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Support our vibrant Community Celebration and leave a lasting impression by sponsoring this unforgettable event.

### **Your sponsorship package includes:**

- Recognition as the Community Celebration Sponsor or Wellness Fair Sponsor
- Half-page ad in event program (5" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Care Group

### **Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Run Shirt
- All promotional materials pertaining to Fit for Care including but not limited to:
- Promotional and marketing materials
- Social Media Tags and links
- Event day signage
- Main sponsor posters

### **Additional Benefits:**

- Twenty (20) Run/Walk Registrations
- Twenty (20) Entries into the Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt

# VOLUNTEER SPONSOR

## *Contribution: \$2000*

Ignite positive change in communities, leaving a lasting impact and fostering goodwill among employees and stakeholders alike as the volunteer sponsor.

### **Your sponsorship package includes:**

- Recognition as the Volunteer Sponsor
- 1/4-page ad in event program (2.35" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Home

### **Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Run Shirt
- Event day signage
- Main sponsor posters

### **Additional Benefits:**

- Five (5) Run/Walk Registration
- Five (5) Entry into Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt



# Hydration Station

**3 of 3 Available**

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***Contribution: \$1250 each or \$3,000 for all***

Keep participants refreshed and energized by becoming 1 of 3 Hydration Stations, ensuring their hydration needs are met throughout the event.

**Your sponsorship package includes:**

- Recognition as one (1) of three Hydration Station Sponsors
- 1/4-page ad in event program (2.35" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Home

**Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Run Shirt
- Event day signage
- Main sponsor posters

**Additional Benefits:**

- Four (4) Run Registration
- Four (4) Entry into Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt

## Event Kit Sponsor

**4 of 4 Available**

***Contribution: \$1,000 each***

Elevate your brand's visibility by becoming an Event Kit sponsor and reaching our diverse audience at Fit for Care.

**Your sponsorship package includes:**

- 1/4 -page ad in event program (2.35" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Home

**Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Logo on one (1) of four (4) promotional event-kit items
- Main sponsor posters

**Additional Benefits:**

- One (1) Run Registration
- One (1) Entry into Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt

## Friends of the Foundation

***Contribution: \$750***

Join our esteemed group of Friends of the Foundation sponsors and make a profound impact on senior care and community support.

**Your sponsorship package includes:**

- 1/4 -page ad in event program (2.35" x 3.75")
- Booth display space at the Wellness Fair/Celebration Ceremony at McCormick Home

**Corporate logo also featured prominently on:**

- Event website with link to your corporate website
- Main sponsor posters

**Additional Benefits:**

- One (1) Run Registration
- One (1) Entry into Door Prize Draw
- Inclusion of promotional item/material in event kits (approx. 200 kits)
- Business Acknowledgement Receipt

# Sponsorship Matrix

SPONSORSHIP OPPORTUNITIES																		
	Presenting		10K Run		5K Run		Resident Run		Celebratio		y Wellness Fair		Run Time	Volunteer	Hydration	Event	Friends	
	\$5,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,000	\$1,250	\$1,000	Stations	Kit			
<b>Sponsorship Value</b>	1	1	1	1	1	1	1	1	1	1	1	3 of 3	5 of 5	Many				
No. of Opportunities	✓																	
Exclusive logo recognition incorporated with Fit for Care logo																		
Ritz Gala Tickets	2																	
Acknowledgement as Friends of the Foundation at Ritz Gala	✓	✓			✓													
Podium Remarks at Celebration Event	✓	✓	✓		✓													
M/C Recognition Announcement	✓	✓	✓		✓													
T-Shirt Premium Logo Placement	✓	✓	✓		✓													
Logo on T-shirt						✓		✓		✓	✓	✓	✓		✓			
Logo recognition on Run Rewards Package	✓	✓	✓		✓		✓	✓		✓								
Maggie's Run Registrations	20	20	20	20	20	20	20	20	20	20	5	5	4	1				
Logo on event website with Link	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Logo Recognition on Run Day Posters	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Logo Recognition on Run Day Program	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Promotional item/material included in Run Rewards Bag	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Advertisement Page in Event Program	Full-Page							Half-Page							1/4-Page			
Space at Wellness Fair	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Business Acknowledgement Receipt	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Promotional Activity - planned between two weeks prior Kick-off and 1 week following the Capstone event, and includes e-communications, social media (facebook, instagram, and linkedin), and event websites																		
Save-the-Date	✓	✓	✓		✓		✓	✓		✓								
Promotion 1: Event Kick-Off	✓										✓							
Promotion 2: Prize Promotion	✓	✓	✓		✓		✓			✓					✓		✓	
Promotion 3: Fundraising Leader Board Feature	✓	✓	✓		✓		✓	✓										
Promotion 3: Run Rewards	✓	✓	✓		✓		✓			✓								
Promotion 4: Inspirational Story	✓																	
Promotion 5: Community Celebration Event	✓	✓	✓		✓		✓	✓		✓								
Post-event: Thank you	✓	✓	✓		✓		✓	✓		✓	✓							
Post-evet: Prize Winner Announcements	✓	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	





# Event Details

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**Date:** Saturday, September 13, 2025

**Race Start Location:** Medpoint Fitness 1295 Riverbend Rd., London ON N6K 0G2

**Race Finish, Wellness Fair, and Community Celebration Location:** McCormick Home, 2022 Kains Rd. London ON, N6K 0A

## REGISTRATION & PRICING DETAILS:

### Maggie's All Access Registration Pass

**10K RUN** 9:00 am | Early Registration: \$65.00 (\$75.00 after August 15, 2025)

**5K RUN** 9:45 am | Early Registration: \$50.00 (\$60.00 after August 15, 2025)

**2.5K WALK** 9:45 am | Registration: \$35.00

Experience the full benefits of our event with a 5K and 10K timed run and a 2.5k walk, including a commemorative Maggie's Run T-Shirt, a Runner's Bib, a Finisher's Medal, access to the Grab'n Go Runner's Station, event kit, access to the Wellness area, a delicious BBQ meal, and the chance to WIN Prizes.

*Whether you're lacing up your shoes or supporting from the sidelines, we need your help to make this year's event a success. Each **runner** is encouraged to **raise** a minimum of **\$50**, helping us reach our fundraising goal of **\$60,000**. Every dollar raised supports compassionate, innovative care for those living with dementia and their families.*

### Celebration/Wellness Fair Access Pass – 10:30 am | \$25.00

Join in the festivities with a Celebration Access Pass, offering a mouthwatering BBQ meal, Door Prize Tickets, access to the Wellness Area.

### Kids Pass (ages 6-12, kids under 5 free) - \$15.00

Get the little ones involved with a Kids Pass, which includes registration for the 5K Run/Walk, a Runner's Bib, a Hand Crafted Finisher's Medal, and a scrumptious BBQ meal, ensuring they have a memorable and enjoyable experience. Ages 6 – 12, kids under 5 are free.

**If you're interested or have any questions, we're happy to customize the sponsorship package to ensure it aligns with your goals and maximizes your benefit.**

## CONTACT US

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