


Walk, Roll & Run
FOR ROGER'S HOUSE | PRESENTED BY THE OTTAWA CITIZEN

Sunday, June 19th, 2011 at Scotiabank Place Red Zone Plaza
www.walkrollandrun.sensfoundation.com

ABOUT THE EVENT

The Scotiabank Walk, Roll & Run for Roger's House is a non-competitive and pledge driven event for families, friends, neighbours, classmates, organizations and teams of any kind to raise money for Roger's House.

Registered participants get:

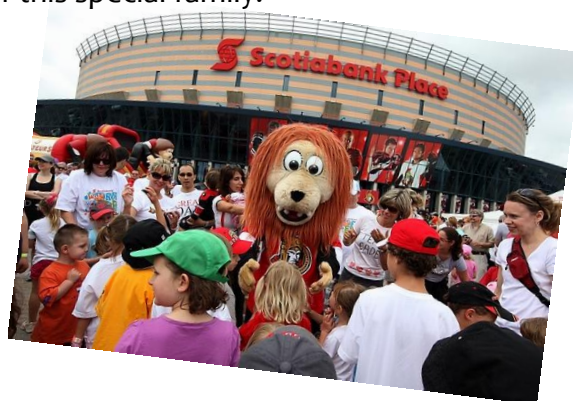
- a personalized fundraising page to help spread the word and raise the dollars,
- to walk, roll or run the 2km or 5km routes. Little ones can even “race” against Spartacat in the Tot-Trot,
- an event appreciation gift and enjoy light refreshments prior to the start,
- access the Nordion Family Fun Zone that offers Sens Street Tour activities, balloon artists & face painters, Little Rays Reptiles, live entertainment and much more
- to enjoy a BBQ Lunch
- the opportunity to earn terrific pledge incentives for achieving a wide range of fundraising goals. Past incentives included Sens game tickets, tours, skating parties, a private signing session and more.

As the Sens Foundation’s largest, pledge-driven community event, the walk is a terrific way to get involved and support the Sens Foundation while making a lasting contribution to countless children and their family members in a great time of need.

Those touched by Roger’s House continue to be some of its biggest champions and supporters. Each year, this event offers that growing family the opportunity to celebrate their loved ones, whether passed or living, in a unique and inclusive environment. The Walk, Roll and Run for Roger’s House is a visible testament in the community of all the amazing ways we are connected – from the builders, to the staff and volunteers, to the patients and families, to the corporate, community and individual donors. Everyone is invited to be a part of this special family.

Preliminary Schedule for the Day:

8 a.m.	Registration opens
9 a.m.	Welcoming remarks
9:30 a.m.	Spartacat stretch
9:45 a.m.	Tot-Trot / 2 km / 5 km
10 a.m.	Family Fun Zone opens
12 p.m.	Event concludes



WHAT IS ROGER'S HOUSE

Roger's House is an eight bed home that provides a comprehensive pediatric respite and palliative care program with elements of outreach, residential hospice, pain and symptom management, grief & bereavement counseling and research.

Children and families that are admitted to this state-of-the-art facility are comforted by the welcoming home-away-from-home atmosphere where dedicated professionals and volunteers provide the very best in compassionate care and support. Roger's House is about living life to the fullest.

The Sens Foundation has made a long term commitment to cover an important portion of Roger's House annual operating costs and this outdoor event is one of a number of ways that we engage the community in our efforts. Since 2003, the Walk, Roll & Run for Roger's House has raised more than \$1.2 million for Roger's House, the charity of choice of the Sens Foundation.

SPONSORSHIP

Supporting the right charitable partners can help a corporation stand out in a highly competitive economic environment. Making the right type of commitment with the right charity can differentiate you, not only with your consumers, but also with your suppliers and your employees - creating brand loyalty on numerous levels. The Sens Foundation strives to create a relationship that is beneficial for both its corporate partners and the charities we support. For our 8th annual Scotiabank Walk, Roll and Run for Roger's House, we're pleased to offer the following sponsorship opportunities:

TITLE SPONSOR.....\$25,000
Sold to SCOTIABANK

SOLD!

Benefits of Title Sponsorship include:

- Company logo or name incorporated into the event logo.
- Company logo or name on promotional materials linked the event which may include:
 - brochures, pledge forms, posters, etc.
- Company logo or name on all event signage which may include:
 - race banners, route markers, sponsor boards, directional signage, water stations, start/finish gate, in-arena signage, t-shirts, presentation cheques, etc.
- Company logo or name included in all advertising opportunities:
 - Print – Ottawa Citizen / EMC Your Community Newspaper
 - Radio – CHUM Radio
 - Web – Sens Foundation / OttawaKiosk
- Company name mentioned in all media relations activities.
- Company name mentioned in all electronic event promotion.
- Company representative to have a speaking role in welcome guests at the event.
- Company representative to have a role in charitable cheque presentations and photo-op.
- Opportunity to have promotional materials included in participant gifting package.
- Opportunity for company representatives to act as volunteers event day.
- Industry sponsorship exclusivity for the event.
- Post-event fulfillment report provided within 60 days of the event.



PRESENTING SPONSOR\$15,000
Sold to OTTAWA CITIZEN

SOLD!

Benefits of Presenting Sponsorship include:

- Company logo or name on promotional materials linked the event which may include:
 - brochures, pledge forms, posters, phone scripts, etc.
- Company logo or name on all event signage which may include:
 - race banners, route markers, sponsor boards, directional signage, water stations, start/finish gate, in-arena signage, t-shirts, presentation cheques, etc.
- Company logo or name included in all advertising opportunities:
 - Print – Ottawa Citizen / EMC Your Community Newspaper
 - Radio – CHUM Radio
 - Web – Sens Foundation / OttawaKiosk
- Company name mentioned in all media relations activities.
- Company name mentioned in all electronic event promotion.
- Opportunity to have promotional materials included in participant gifting package.
- Opportunity for company representatives to act as volunteers event day.
- Industry sponsorship exclusivity for the event.
- Post-event fulfillment report provided within 60 days of the event.



SOLD!

FAMILY FUN ZONE\$10,000 **Sold to NORDION**

Benefits of Family Fun Zone Sponsorship include:

- Company logo or name on promotional materials linked the event which may include:
 - brochures, posters.
- Company logo or name on all event signage which may include:
 - race banners, sponsor boards, start/finish gate, t-shirts, and exclusive signage for the sponsored property at the event.
- Company logo or name included in all advertising opportunities:
 - Print – Ottawa Citizen
 - Radio – CHUM Radio
 - Web – Sens Foundation
- Opportunity to have promotional materials included in participant gifting package.
- Opportunity for company representatives to act as volunteers event day.
- Industry sponsorship exclusivity for the event.
- Post-event fulfillment report provided within 60 days of the event.



**5km ROUTE or
LUNCH SPONSOR\$5,000**

2 SOLD!

**2km Route sold to PWC
5km Route AVAILABLE
Lunch AVAILABLE
Tot Trot sold to Irving Oil**

Benefits include:

- Company logo or name on promotional materials linked the event which may include:
 - Brochures and posters.
- Company logo or name on all event signage which may include:
 - sponsor boards at the start/finish gate and exclusive signage for the sponsored property at the event.
- Company logo or name included in all advertising opportunities:
 - Print – Ottawa Citizen
 - Web – Sens Foundation
- Opportunity to have promotional materials included in participant gifting package.
- Opportunity for company representatives to act as volunteers event day.
- Post-event fulfillment report provided within 60 days of the event.



DREAM TEAM SPONSOR (x 10)..... \$5,000*

2 SOLD!

***\$2,500 sponsorship and \$2,500 in pledges**

Sold to Nordion& Enterprise

In 2010 the Roger's House Dream Team sponsorship level was introduced, allowing companies an opportunity to "draft" Roger's House respite children to their team, pledge their corporate support and engage their employees in fundraising for families in need.

Roger's Dream Team will consist of 10 children receiving services at Roger's House. Corporate sponsorship will partner your company and a corporate representative with one of these beautiful children and their family, positioning them as your team co-captains. This will allow you to highlight your ongoing corporate support for Roger's House publically in our event campaign.

Benefits include:

- Announcement of your sponsorship at a news conference hosted by Max Keeping at Roger's House where the Dream Team will be introduced.
- Company logo or name on some event signage which will include:
 - sponsor boards at the start/finish gate.
- Company logo or name included in some advertising opportunities:
 - Print – Ottawa Citizen and EMC
 - Web – Sens Foundation consisting of a personalized web page that you can send to clients, staff, suppliers and supporters featuring your Roger's Dream Team Child.
- Opportunity to have promotional materials included in participant gifting package.
- Opportunity for company representatives to act as volunteers event day.
- Post-event fulfillment report provided within 60 days of the event.

*If pledge totals fail to reach the desired mark of \$2,500, the Sens Foundation will invoice for the balance of the sponsorship.





SPONSORSHIP LETTER OF INTENT

- Sponsorships are available on a first come, first serve basis.
- Please print Sponsor name exactly as you wish it to be listed on promotional materials.
- Please email Brad Weir (weirb@sensfoundation.com) with the appropriate version of your logo for use in any related collateral materials.

Company: _____

Main Contact: _____

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____

Billing Address (if different from Mailing Address)

Address: _____

City, Prov, Postal: _____

Sponsorship Commitment:

<input type="checkbox"/>	Title Sponsor	SCOTIABANK	\$25,000.00
<input type="checkbox"/>	Presenting Sponsor	OTTAWA CITIZEN	\$15,000.00
<input type="checkbox"/>	Family Fun Zone Sponsor	NORDION	\$10,000.00
<input type="checkbox"/>	Lunch Sponsor	Available	\$5,000.00
<input type="checkbox"/>	2km Route Sponsor	PWC	\$5,000.00
<input type="checkbox"/>	5km Route Sponsor	Available	\$5,000.00
<input type="checkbox"/>	Dream Team Sponsor	NORDION	\$2,500.00
		9 Available	sponsorship plus \$2,500 in pledges

Payment Details:

Cheque (*payable to Sens Foundation*) VISA MasterCard AMEX

Card Number: _____ | _____ | _____ | _____

Expiry Date: ____ / ____ Signature: _____