



**— TAKING THE —
FIGHT AGAINST
CANCER
TO NEW HEIGHTS**

2018-2019
Sponsorship Package



***WE BELIEVE NO CHILD,
OR FAMILY, SHOULD EVER
BE AFFECTED BY CANCER.***

Dear Potential Sponsor,

Thank you for your interest in Summit for SickKids and in helping us in our pursuit of ending childhood cancer. Like you, we are fueled by our passion to boldly make a difference in the world and leave a lasting impact.

Startlingly, 1 in 2 Canadians are expected to battle cancer in their lifetime. It impacts millions of Canadians each year, including thousands of our most vulnerable and innocent - children. The sad part is that this statistic is no longer shocking nor newsworthy. We have come to accept the fact that cancer will likely touch our lives, but never believe it could ever affect someone so young.

That's why in 2010 we founded Summit for SickKids, a charitable fundraiser that aims to raise much-needed funds for SickKids' Oncology Department and Cancer Genetics Research Program. Inspired by family and friends who have bravely battled cancer, it is our mission to make a difference in the fight.

To raise money for this remarkable organization that is revolutionizing patient care and research, we climb some of the world's tallest and most challenging mountains. In the 8 years since we started this journey together, we have climbed around the world from Argentina to Tanzania, raising over \$155,000 in the process. But that is not enough. We are committed to raising \$250,000 for the cause, including another \$50,000 in 2018/2019.

In this package, we will outline our new challenge and climb for 2019 (Five for the Fight), as well as exciting opportunities for you and your organization to be a part of the adventure. This is a cause we passionately believe in, and we hope you share our passion as well.

Thank you for your time and consideration,

A handwritten signature in black ink, appearing to read "Adam McClare".

Adam McClare

Co-Founder, Summit for SickKids

(647) 402-6503

adam@summitforsickkids.com

Hart Togman

Co-Founder, Summit for SickKids

(647) 204-4278

hart@summitforsickkids.com

FIVE MOUNTAINS. FIVE CHILDREN. \$50,000.

In celebration of our 5th fundraising year, we wanted to truly honour the brave children, and their families, who are currently battling, or have battled cancer.

In 2019, we will climb five mountains in the Canadian Rockies over five days. Each mountain dedicated to one child's incredible story and to raising awareness of their unique cancer. Each mountain with the hope of raising \$10,000, towards our \$50,000 goal.



MOUNTAIN 1:
Mount Fairview
(9,000 Feet)

Liam Wrice,
*Atypical Teratoid Rhabdoid
Tumour (AT/RT) Brain Tumour*



MOUNTAIN 3:
Mount Niblock
(9,760 Feet)

Selena Koss,
Wilms Tumour



MOUNTAIN 2:
Tower of Babel
(7,750 Feet)

Anthony Bronson,
Bilateral Adrenal Neuroblastoma



MOUNTAIN 4:
Mount Whyte
(9,785 Feet)

Jordan McInerney,
Infantile Leukemia



MOUNTAIN 5:
Mount Temple
(11,627 Feet)

Lacey Huehn,
Hodgkin's Lymphoma

YOUR SUPPORT MATTERS

As our financial goal grows with each climb, so too does the need for valued corporate sponsors. By sponsoring the climb, you will not only be providing the funds to ensure the climb is a success, but you will be directly supporting the groundbreaking, world-class in-hospital care and research that is changing the fight against childhood cancer.

You can help us get one step closer to a future where no child has to suffer through a single needle, test or treatment.

SPONSORSHIP OPPORTUNITIES

We offer a variety of flexible sponsorship levels to help maximize your budget.

Basecamp (or Bronze) Sponsor: \$2,000

Sponsor Receives:

- Logo on website
- Signed Summit photo
- Sponsorship recognition on social media

Summit (or Silver) Sponsor: \$5,000

Sponsor Receives:

- Bronze package +
- Recognition on event materials
- Logo on summit flag

Exclusive Mountain (or Gold) Sponsor: \$10,000 (only five available)

Sponsor Receives:

- Silver package +
- Exclusivity of their chosen mountain summit flag and communications
- Recognition on all PR materials and appearances (where appropriate)
- Logo on Summit for SickKids apparel (worn during the climb and at all events)
- Logo on all planned fundraising events
- Complimentary tickets to the Summit for SickKids annual event
- Presentation from Climbers after the climb

Title Sponsor: \$25,000

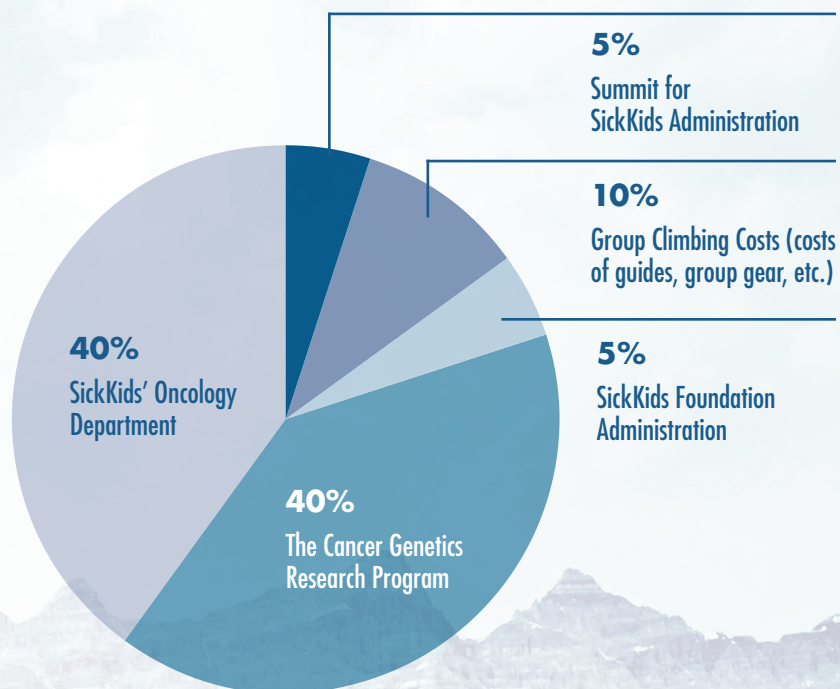
Sponsor Receives:

- Gold package +
- Name integration with Summit for SickKids for the 2018/2019 climb and all affiliated promotions

WHERE DO YOUR FUNDS GO?

We strive to provide a high level of transparency to ensure all donors and sponsors are confident about the support they are providing. Here you will find a breakdown of how the proceeds from your sponsorship will be spent:

*Note: These numbers are estimations and are subject to change.



OUR IMPACT (BASED ON PREVIOUS CLIMBS)

- 5,000,000 annual media impressions
- 4,000+ annual website visits
- 3,000+ social impressions per post
- 500+ annual event attendees
- Thousands of children's lives changed

PAST SPONSORS



GET IN TOUCH

If you are interested in becoming a sponsor or would like more information, please email us at info@summitforsickkids.com. If you do not see a sponsorship package that suits your needs, please reach out as we are always able to customize to suit your needs and budgets.