

WARRIOR

SPONSORSHIP



Event: April 25, 2020 — Annual Hope for Hearts Yogathon

Venue: Goldring Centre for High-Performance Sport. The centre is part of the Department of Kinesiology at the University of Toronto. Yogis will practice in the recently renovated Kimel Family Field House.

HopeForHearts VS SickKids BrokenHearts



**MOVE YOUR BODY.
CHANGE YOUR LIFE.**

OUR MISSION

At Hope for Hearts, we believe a healthy lifestyle is a key to living a long and fulfilling life. Our mission is to help change the life expectancy and the quality of life of children with heart disease and chronic medical conditions by supporting programs that promote an active and healthy lifestyle.

By supporting the Exercise Medicine Program at the Hospital for Sick Children, we directly impact the lives of these children and their families.

**AN ACTIVE CHILD IS AN
EMPOWERED CHILD**



SPONSORSHIP

Over the past few years, Hope for Hearts attracted supporters from all over the Greater Toronto Area. We have worked with numerous sponsors who believe in our mission.

This year, we are planning to continue to grow our audience with our unique event appealing to different groups.

Beyond good corporate citizenship, sponsors have an opportunity to market to high net wealth engaged citizens. We are interested in forming long-lasting relationships with our sponsors as we continue to grow this event in the years to come.



THE EXERCISE MEDICINE PROGRAM

A Yoga Event in support of The Exercise Medicine Program at The Hospital for Sick Children



In 2017, the Exercise Medicine Program was launched within the Labatt Family Heart Centre at The Hospital for Sick Children as the first paediatric program in Canada dedicated to providing physical activity and lifestyle recommendations for children with heart disease.

Now in its fourth year, and with more than 100 patients currently enrolled, the program extends beyond cardiac patients to include children living with other medical conditions such as lung disease, rheumatology and endocrinology diseases and cancer.

Physical activity and healthy lifestyle recommendations are typically not included in the medical care of these children and the Exercise Medicine Program is the only opportunity for these young patients and their families to receive professional guidance on the benefits of regular physical activity, proper nutrition and sleep.

IN SUPPORT OF
SickKids[®]

"Life is more than a beating heart. Our next challenge is to make sure that our patients will live at their maximum capacity."

-DR. BARBARA CIFRA, FOUNDER

The Yogathon is the Hope for Hearts signature event, and 2020 marks the fourth edition of this annual fundraiser.

The 90 minute yoga practice is open to all levels of yogis with an interest in health, wellness and philanthropy. We invite you to join us for this uplifting community event in support of The Exercise Medicine Program at the Hospital for Sick Children.



\$83,000

RAISED TO DATE



100+

FAMILIES ASSISTED



5000+

**SUN SALUTATIONS
FOR SICKKIDS**



The Yogathon will again be held in the Goldring Centre for High Performance Sport. The centre is part of the Department of Kinesiology at the University of Toronto. Yogis will practice in the beautiful Kimel Family Field House.



SPONSORSHIP PACKAGES

Level	Warrior 1	Warrior 2	Warrior 3
Cost	\$7,500	\$5,000	\$2,500
Number	1	2	4

Event	Warrior 1	Warrior 2	Warrior 3
Acknowledgment	x	x	x
Logo on video at event	x	x	x
One minute video at event	x		
On-stage/onair host	x	x	
Step & Repeat	x	x	
Sponsor Info - Gift bag	x	x	x
Tickets	10	8	6

During campaign	Warrior 1	Warrior 2	Warrior 3
Instagram Post	x	x	x
Facebook Post	x	x	x
Twitter Post	x	x	x
Link to company	x	x	x

Post event	Warrior 1	Warrior 2	Warrior 3
Tax Receipt	x	x	x
Sick Kids Tour	x		
Exercise Medicine Program Lead talk about healthy lifestyle	x	x	
Yoga class at the company headquarter for employees	x	x	



YOGA STUDIO SPONSORSHIP PARTNERSHIP

Level	Yoga Studios
Cost	\$500
Number	4

Event	
Acknowledgment	x
Logo on video at event	x
Sponsor Info - Gift bag	x + one class pass
Tickets	10

During campaign	
Instagram Post	x
Facebook Post	x
Twitter Post	x
Link to company	x

Post event	
Tax Receipt	x

CONTACT US

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