

2023 Ottawa Run for Women

SPONSORSHIP PACKAGE



About the Run for Women

The Shoppers Drug Mart® Run for Women is a 5K and 10K walk/run in support of local women's mental health programs in 18 cities across Canada.

It is the first and largest event series in Canada dedicated to women's mental health.

Every dollar raised supports mothers, daughters, friends and families through the funding of programs that allow women to take that next step in their individual mental health journey.

About The Royal

The Royal is one of Canada's foremost mental health care, teaching and research hospitals.

Our mandate is simple: to help more people living with mental illness and addiction into recovery faster. We combine our specialized mental health care, advocacy, research, and education to transform the lives of people living with complex and treatment-resistant mental illness.



About the Event In Ottawa

Since the event's inception in 2013, Ottawa's recipient charity has been The Royal.

IN 2022...



3,300
participants



\$250K+
raised!

To date, the Ottawa Run for Women has raised over \$2.64 million for The Royal, providing ongoing clinical services, advocacy, research and education for hundreds of women in the Ottawa community, including:

- Expanding our peer support programs and clinical groups to help women who are new mothers, dealing with domestic violence, sexual assaults, homelessness, and or gender-identity issues.
- Supporting urgent mental health of women with women-specific programming at The Royal's Prompt Care Clinic.
- Facilitating collaboration sessions with local service providers like Ottawa Rape Crisis Centre, and Family Services Ottawa, Ottawa Birth and Wellness.

About the 2023 Event

Date: Sunday, June 4, 2023

Location: LeBreton Flats Park

Easily accessible from Pimisi LRT station, with a race route that follows the SJAM parkway and Ottawa River. Race Kits, with chipped bibs, are available for pick up at all local Running Room locations in the week prior. Race timing and stats provided by Race Roster.

Contact Us For More Information

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5 KM Race Sponsor

\$10,000 (*one available*)

The 5 km run/walk is the most popular of the three available routes/distances. It boasts the largest and most varied participant contingent, with an average of 60% of all registrants lining up for that dramatic start.

As the 5 km run/walk sponsor your organization will receive:

- Public recognition as the 5 km walk/run sponsor in formal remarks at the event.
- Logo and/or name recognition in pre-event promotion and communications to current and prospect registrants.
- Dedicated social media post(s) announcing and promoting organization support of event.
 - If appropriate, short feature story on an engaged/passionate representative.
- Logo recognition at start/finish line and opportunity for an organization representative to fill the role of Official Starter for the 5 km walk/run.
- Logo on 5 km “turnaround” route signage.
- Option to include corporate materials to participant swag bag provided to all participants.
- Custom discount code for employee registration (other funding models available).
- Corporate team recognition at event with reserved gathering space, option to erect branded tent, display signage.
- All registered corporate team members receive an official Shopper Drug Mart® Run for Women t-shirt, bracelet and legendary swag bag valued at over \$100.



*Please note that the start line is shared for all races.
Little Steps starts (and ends) first, followed by the 10 km race, then the 5 km race.*

10 KM Race Sponsor

\$5,000 (*one available*)

The 10 km run/walk is the most challenging of the three available routes/distances. It boasts a dedicated core of running enthusiasts and committed participants.

As the 10 km run/walk sponsor your organization will receive:

- Public recognition as the 10 km walk/run sponsor in formal remarks at the event.
- Logo and/or name recognition in pre-event promotion and communications to current and prospect registrants.
- Dedicated social media post(s) announcing and promoting organization support of event.
 - If appropriate, short feature story on an engaged/passionate representative.
- Logo recognition at start/finish line and opportunity for an organization representative to fill the role of Official Starter for the 10 km walk/run.
- Logo on 10 km “turnaround” route signage.
- Option to include corporate materials to participant swag bag provided to all participants.
- Custom discount code for employee registration (other funding models available).
- Corporate team recognition at event with reserved gathering space, option to erect branded tent or other signage (includes a table).
- All registered corporate team members receive an official Shopper Drug Mart® Run for Women t-shirt, bracelet and legendary swag bag valued at over \$100.



*Please note that the start line is shared for all races.
Little Steps starts (and ends) first, followed by the 10 km, then the 5 km.*

1 KM Little Steps Race Sponsor

\$2,500 (*one available*)

This short distance fun run/walk is the only one of the three events where participants receive a medal!

As the Little Steps run/walk sponsor your organization will receive:

- Public recognition as the Little Steps walk/run sponsor in formal remarks at the event.
- Logo and/or name recognition in pre-event promotion and communications to current and prospect registrants.
- Logo recognition at start/finish line and opportunity for an organization representative to fill the role of Official Starter for the Little Steps walk/run event.
- Opportunity for employee engagement with medal distribution at finish line, roadside cheer squad.
- Option to include corporate materials to participant swag bag provided to all participants.
- Custom discount code for employee registration (other funding models available).
- Corporate team recognition at event with reserved gathering space, option to erect branded tent or other signage (includes a table).
- All registered corporate team members receive an official Shopper Drug Mart® Run for Women t-shirt, bracelet and legendary swag bag valued at over \$100.



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Make it a **Team-Building Event!**

Demonstrate to your employees the importance of outdoor recreation and mental wellness, and show your support for the work of The Royal by making this commitment.

Find an internal champion to recruit and rally employees to make a move for their mental health by:

- registering to participate, either in person on June 4 or virtually, OR,
- making a donation to the corporate team, OR,
- cheering on their colleagues from the sidelines!

Enhance the experience for your employees by:

- covering the cost of registration,
- making a corporate pledge to match any funds raised,
- providing opportunities for group training or encouraging internal fundraising initiatives.

