

RAISE YOUR COMPANY'S PROFILE ON THE PENINSULA!

PRESENTED BY



BED RACES

ON BEACON ²⁰₁₉



07.07.19

BE A SPONSOR!

250-652-7531

Join the **Saanich Peninsula Hospital & Healthcare Foundation** for a high octane, fun-packed afternoon where teams will race head-to-head in hospital beds in support of **Shoreline Medical's Youth Health Clinic** in Sidney.

EVENT SPONSORSHIP LEVEL RECOGNITION <i>Please note: this sponsorship is for the entire event and not an actual bed</i>	Twin Level \$750	Queen Level \$1,250	King Level \$2,000
Number of event sponsorships available	6	5	4
PRE & POST EVENT SPONSORSHIP RECOGNITION			
Charitable tax receipt for 25% of your event sponsorship	✓	✓	✓
Prominent corporate logo positioning in all pre and post Bed Race advertising <i>(see back for details)</i>	✓	✓	✓
Prominent logo placement in post-event full colour coverage in all advertising and SPHHF's <i>Partners Newsletter</i> (June and Sept 2019 issues)	✓	✓	✓
Prominent logo placement on the SPHHF website and Facebook page	✓	✓	✓
Acknowledgement in Facebook and SPHHF website posts, before and during the event	✓	✓	✓
DAY-OF-EVENT SPONSORSHIP RECOGNITION			
Acknowledgement by distinguished judges, roving reporter and emcee throughout the event	✓	✓	✓
Prominent positioning of corporate logo during opening and closing event ceremonies and at finish line			✓
Two strategically placed seats at the finish line to enjoy the event up close and personal <i>(4 opportunities available)</i>			✓
Company representative choice of one of: awarding best team costume OR awarding team with most fundraising dollars OR awarding the raffle winner prize OR awarding finalists with fastest team on beacon award <i>(only 4 opportunities available. 1st come 1st serve rules apply)</i>			✓
Prominent positioning of corporate logo during opening and closing event ceremonies and at start line		✓	
Two strategically placed seats at start line OR two strategically placed seats at our Pit Crew shenanigan central <i>(5 opportunities available. 1st come 1st serve rules apply)</i>		✓	
Prominent placement of your corporate flag during opening and closing ceremonies.	✓		
Company logo on your choice of one 3'x3' table runner located on the judges table OR registration/information table <i>(6 opportunities available. 1st come 1st serve rules apply)</i>	✓		



BED RACES ON BEACON²⁰¹⁹

PRESENTED BY
100.3 The Q!
 THE ISLAND'S ROCK

WHAT: The Saanich Peninsula Hospital & Healthcare Foundation's Bed Races on Beacon are back!

WHEN & WHERE: Sunday July 7th, 2019 between Fifth Street and Third Street along Beacon Avenue in Sidney, BC starting at noon

WHY Sponsor this amazing event? The rewards are HUGE!

As a potential sponsor you will be aligning your brand with our highly-respected Saanich Peninsula Hospital & Healthcare Foundation brand. You'll be putting your logo in front of 310,350+ prospective clients/shoppers...

Additionally, 100.3 The Q! are once again the Bed Races on Beacon presenting radio sponsors and we are guaranteed that 2019 will be heavily promoted just like 2018. To clarify, 100.3 The Q! does not announce the names of our corporate sponsors. They generate interest in our event...pushing people to our website where our corporate sponsors are highlighted.

WHO sees your Sponsorship? Consider 2018 circulation and promotional numbers: On the day of the races, due-in-part to their promotional support, we saw the highest audience turn-out EVER. Sponsoring our Bed Races on Beacon is a great name recognition opportunity for local businesses. 100.3 The Q! is the number one radio station in the Greater Victoria area reaching over 280,000 or more than 75% of all listeners each week! Multiply that by the number of weeks they'll be promoting the Bed Races, and the exposure figure is pretty staggering.

Your logo will be displayed on our website and in all of our pre and post advertising:

- Peninsula News Review
- Seaside Magazine
- Pearl Magazine
- CHEK TV online digital news
- Star Cinema pre-roll
- Saanich Peninsula Chamber of Commerce dedicated e-blast

In total that's more than 310,000 impressions!

HOW to Sponsor 2019 Bed Races on Beacon

3 ways to sponsor our event:

1. **Paid Sponsorship Level*** sponsorship level recognition coverage outlined on this document's front page
2. **Gift in Kind Sponsorship†** gift, gift certificate, services or food donation
3. **Charitable donations‡** made online via our secure donation portal, phoned in using your credit card, or mailed/in-person at one of our Foundation Office locations with cash or a cheque are eligible for a tax receipt.

Let us know if you require an official invoice & receipt for your records.

* Sponsors who choose to pay for a sponsorship level of \$750 TWIN LEVEL SPONSOR or \$1,250 QUEEN LEVEL SPONSOR or \$2,000 KING LEVEL SPONSOR (see front page) will be offered recognition as outlined in our sponsorship recognition table as well as recognition space: in all pre and post promotional publications, and on our website. A charitable receipt for 25% of your sponsorship level will be issued to your organization upon payment.

† Sponsors offering gifts (in kind goods and services) or gift certificates will be offered recognition using your corporate logo on our website and in our promotional publications, pre and post event. No charitable tax receipt will be issued.

‡ Charitable donations made one of three ways and all donations – no matter the amount – are eligible for a charitable tax receipt:

1. Go to <https://SPHF.ca/bed-races-beacon/> and select either your favourite team's fundraising button, or this year's benefactor button.
2. Making a donation over the phone please call our Foundation offices 250-652-7531 or 250-656-2948
3. Making a donation of cash or cheque. Please make your cheque payable to Saanich Peninsula Hospital & Healthcare Foundation re. Bed Races on Beacon. Call for pick-up, or stop in and see us at one of our convenient office locations.

SPHFF – Sidney
 9710 Third Street
 Sidney, BC V8L 3A2
 250-656-2948

SPHFF – Hospital
 2166 Mt Newton Cross Road
 Saanichton, BC V8M 2B2
 250-652-7531

