



Ontario

Helping Kids with
Physical Disabilities
Succeed

U UPPER CANADA MALL

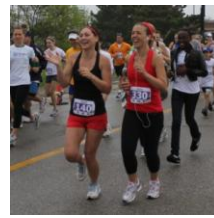


Easter Seals
10K RUN
5K RUN & WALK
Founded by Joe Persechini

Sunday, May 27, 2012
Newmarket Riverwalk Commons

Partnership Opportunities





About Easter Seals Ontario

There are over 20,000 children, youth and young adults in Ontario with a physical disability.

Some children were born with disabilities such as cerebral palsy and spina bifida, some have spinal cord or brain injuries resulting from childhood accidents, others sustained brain damage through infections like encephalitis and meningitis. Regardless of the cause, these children share a common desire for independence, acceptance and achievement.

2012 marks Easter Seals Ontario's 90th anniversary of providing programs and services to help children and youth with physical disabilities receive the essential equipment they need, as well as fully accessible summer camp opportunities and alternative recreational programs. Easter Seals also provides access to information and resources, as well as public education and awareness.

The Cost of a Helping Hand

Easter Seals Ontario provides funding to families of children with physical disabilities for costly equipment such as walkers, wheelchairs, braces and communication devices. As children grow, most equipment must be replaced, costing families an additional \$10,000 - \$40,000 per year. Most families simply cannot do it on their own. Here are some examples of the costs incurred by Easter Seals' families in order to allow children with physical disabilities to have more mobility and live safely within their own homes:

Power wheelchair	\$6,000 - \$25,000
Van lift	\$3,000 - \$25,000
Porch lift	\$4,500 - \$7,000
Bath lift	\$2,300 - \$4,000*
Manual wheelchair	\$1,600 - \$5,000
Leg splints	\$1,200 - \$3,600
Shower/commode chair	\$1,500 - \$4,500
Specialized car seat	\$950 - \$1,800*
Walker	\$400 - \$5,000
Battery for power wheelchair	\$300*
10 days at fully accessible Easter Seals camp	\$2,000*

***No government assistance is available for families**



About the Upper Canada Mall Easter Seals 10k

Founded by Newmarket resident, Joe Persechini, the Upper Canada Mall Easter Seals 10k is York Region's longest running fundraiser for children and youth with physical disabilities. For the past 35 years, this engaging community event has become an indelible fixture in York Region and has raised nearly \$3.7 million to support the programs and services provided by Easter Seals Ontario.

Big News!

After calling the Upper Canada Mall home for the past 35 years, the 2012 Upper Canada Mall Easter Seals 10k will be moving to the brand new **Newmarket Riverwalk Commons**, located on Doug Duncan Drive in downtown Newmarket. The new race venue will provide a fun, family-friendly, community atmosphere, while also delivering a flat, fast and scenic run course through Fairy Lake Park and the Tom Taylor Trail System.

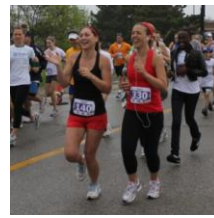
Expected to attract over 1,000 enthusiastic participants, the Upper Canada Mall Easter Seals 10k provides a welcome challenge for serious runners, while still appealing to walkers and families. There's something for everyone!

What to Expect for 2012...

- Brand new race site – Newmarket Riverwalk Commons!
- Flat, fast and scenic 10k and 5k courses through Fairy Lake Park and the Tom Taylor Trail System
- Early online registration incentives and prizes
- Raise \$200 or more and receive FREE ENTRY!
- Chip timing for both the 10k Run and 5k Run
- Technical t-shirt for all 10k and 5k participants
- Finisher medals for all participants
- Prizing for race winners
- Great fundraising incentives
- Great post-race party with food for athletes, and games and activities for the whole family
- Lots of draw prizes available to be won by all runners and walkers

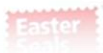


EasterSealsRun.com



A Rich History of Support

Over the last 35 years, the Upper Canada Mall Easter Seals 10k has experienced strong support from the York Region community. It is this tradition of caring that has allowed the event to enjoy such tremendous success and raise nearly \$3.7 million for Easter Seals kids. Easter Seals Ontario thanks the following sponsors for their generosity and support:



Helping Kids with Physical Disabilities Succeed



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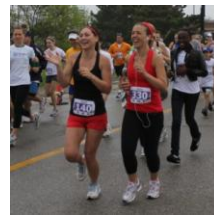


Helping Kids with Physical Disabilities Succeed



Helping Kids with Physical Disabilities Succeed

EasterSealsRun.com



Partnership Opportunities

The Upper Canada Mall Easter Seals 10k represents a tremendous opportunity for your company to become involved with one of York Region's premier fundraising events. Expected to attract over 1,000 participants in 2012, this event has become an annual tradition in the York Region running community. We would like to invite your organization to become part of this continuously growing event and to share in our success as we raise funds for children and youth with physical disabilities.

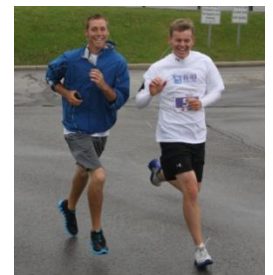
Participate in the 2012 Upper Canada Mall Easter Seals 10k by:

1. Becoming a corporate sponsor at one of the sponsorship levels below
2. Forming a Corporate Team and fundraising in support of Easter Seals Ontario
3. Making a corporate donation in support of the event
4. Participating as a race day vendor (\$500 for 10x10 space)
5. Donating a prize for the event

Sponsorship Levels

Title Sponsor - SOLD Only one Title Sponsorship will be sold for the 2012 Upper Canada Mall Easter Seals 10k	\$10,000
Presenting Sponsor Only one Presenting Sponsorship will be sold for the 2012 Upper Canada Mall Easter Seals 10k	\$7,500
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1,000
Water Station Sponsor	\$250

*Easter Seals Ontario will work with your organization to customize a sponsorship that is tailored to your specific goals and objectives.





Partnership Opportunities

Title Sponsor - \$10,000

Pre-Event Benefits & Recognition Opportunities:

- Corporate naming rights to the 2012 Easter Seals 10k (i.e. *Company X Easter Seals 10k*)
- Logo and/or company name integration into the 2012 Easter Seals 10k event logo
- Corporate logo prominently featured on all local event posters (approx. 500)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo prominently featured on all event rack cards (approx. 85,000)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo recognition on purchased York Region Transit advertising (to be confirmed)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate name and/or logo recognition in all purchased print, television and radio advertising, as well as electronic advertising with All Sports Marketing (100,000+ impressions)
- Opportunity to include promotional materials and/or product samples in all race kits (approx. 1000)
- Press release announcing your company's partnership with the Upper Canada Mall Easter Seals 10k
- Corporate name and logo included on the Upper Canada Mall Easter Seals 10k website with a hyperlink to your company's homepage
- Recognition through all Easter Seals Ontario social media outlets (i.e. Facebook and Twitter)
- Corporate name and logo included in all event electronic newsletters and participant communications

Event Day Benefits & Recognition Opportunities:

- Corporate logo prominently featured on all participant and volunteer t-shirts (approx. 1000)
- Corporate logo prominently featured on all race bibs (approx. 1000)
- Corporate logo prominently featured on race start/finish banner
- Audio mention and recognition prior to, during and post race
- Opportunity to display up to 4 banners throughout the race site (supplied by sponsor)
- Opportunity to host a corporate booth and distribute promotional materials and/or product samples
- Free event entry for up to 10 runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizes
- Opportunity to speak from the main stage and make a cheque presentation
- Corporate logo displayed on a kilometre sign along the Run course

Post-Event Benefits & Recognition Opportunities:

- Corporate logo prominently featured on all post-event participant communications
- VIP invitation to other Easter Seals Ontario events
- Right of first refusal for sponsorship level in future years



Presenting Sponsor - \$7,500

Pre-Event Benefits & Recognition Opportunities:

- Company name integration into the 2012 Upper Canada Mall Easter Seals 10k event logo (i.e. *Upper Canada Mall Easter Seals 10k, Presented by Company X*)
- Corporate logo prominently featured on all local event posters (approx. 500)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo prominently featured on all event rack cards (approx. 85,000)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo recognition on purchased York Region Transit advertising (to be confirmed)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate name and/or logo recognition in all purchased print, television and radio advertising, as well as electronic advertising with All Sports Marketing (100,000+ impressions)
- Opportunity to include promotional materials and/or product samples in all race kits (approx. 1000)
- Press release announcing your company's partnership with the Upper Canada Mall Easter Seals 10k
- Corporate name and logo included on the Upper Canada Mall Easter Seals 10k website with a hyperlink to your company's homepage
- Recognition through all Easter Seals Ontario social media outlets (i.e. Facebook and Twitter)
- Corporate name and logo included in all event electronic newsletters and participant communications

Event Day Benefits & Recognition Opportunities:

- Corporate logo prominently featured on all participant and volunteer t-shirts (approx. 1000)
- Corporate logo prominently featured on all race bibs (approx. 1000)
- Corporate logo prominently featured on race start/finish banner
- Audio mention and recognition prior to, during and post race
- Opportunity to display up to 3 banners throughout the race site (supplied by sponsor)
- Opportunity to host a corporate booth and distribute promotional materials and/or product samples
- Free event entry for up to 8 runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizes
- Opportunity to speak from the main stage and make a cheque presentation
- Corporate logo displayed on a kilometre sign along the Run course

Post-Event Benefits & Recognition Opportunities:

- Corporate logo prominently featured on all post-event participant communications
- VIP invitation to other Easter Seals Ontario events
- Right of first refusal for sponsorship level in future years



Gold Sponsor - \$5,000

Pre-Event Benefits & Recognition Opportunities:

- Corporate logo included on all local event posters (approx. 500)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo included on all event rack cards (approx. 85,000)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo recognition on purchased York Region Transit advertising (to be confirmed)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo recognition in electronic advertising with All Sports Marketing (100,000+ impressions)
- Opportunity to include promotional materials and/or product samples in all race kits (approx. 1000)
- Corporate name and logo included on the Upper Canada Mall Easter Seals 10k website with a hyperlink to your company's homepage
- Recognition through all Easter Seals Ontario social media outlets (i.e. Facebook and Twitter)
- Corporate name and logo included in all event electronic newsletters and participant communications

Event Day Benefits & Recognition Opportunities:

- Corporate logo included on all participant and volunteer t-shirts (approx. 1000)
- Corporate logo included on all race bibs (approx. 1000)
- Corporate logo included on race start/finish banner
- Audio mention and recognition prior to, during and post race
- Opportunity to display up to 2 banners throughout the race site (supplied by sponsor)
- Opportunity to host a corporate booth and distribute promotional materials and/or product samples
- Free event entry for up to 6 runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizes
- Corporate logo displayed on a kilometre sign along the Run course

Post-Event Benefits & Recognition Opportunities:

- Corporate logo included on all post-event participant communications



Silver Sponsor - \$2,500

Pre-Event Benefits & Recognition Opportunities:

- Corporate logo included on all local event posters (approx. 500)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo included on all event rack cards (approx. 85,000)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Corporate logo recognition in electronic advertising with All Sports Marketing (100,000+ impressions)
- Opportunity to include promotional materials and/or product samples in all race kits (approx. 1000)
- Corporate name and logo included on the Upper Canada Mall Easter Seals 10k website with a hyperlink to your company's homepage
- Recognition through all Easter Seals Ontario social media outlets (i.e. Facebook and Twitter)
- Corporate name and logo included in all event electronic newsletters and participant communications

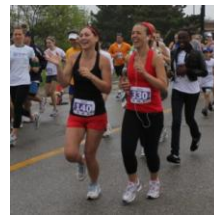
Event Day Benefits & Recognition Opportunities:

- Corporate logo included on all participant and volunteer t-shirts (approx. 1000)
- Corporate logo included on race start/finish banner
- Audio mention and recognition prior to, during and post race
- Opportunity to display up to 2 banners throughout the race site (supplied by sponsor)
- Opportunity to host a corporate booth and distribute promotional materials and/or product samples
- Free event entry for up to 4 runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizing
- Corporate logo displayed on a kilometre sign along the Run course

Post-Event Benefits & Recognition Opportunities:

- Corporate logo featured on all post-event participant communications





Bronze Sponsor - \$1,000

Pre-Event Benefits & Recognition Opportunities:

- Corporate logo included on all local event posters (approx.500)
 - *Dependant on sponsorship confirmation prior to print deadline*
- Opportunity to include promotional materials and/or product samples in all race kits (approx. 1000)
- Corporate name and logo included on the Upper Canada Mall Easter Seals 10k website with a hyperlink to your company's homepage
- Recognition through all Easter Seals Ontario social media outlets (i.e. Facebook and Twitter)
- Corporate name and logo included in all event electronic newsletters and participant communications

Event Day Benefits & Recognition Opportunities:

- Corporate logo included on all participant and volunteer t-shirts (approx. 1000)
- Audio mention and recognition prior to, during and post race
- Opportunity to display 1 banner at the race site (supplied by sponsor)
- Opportunity to host a corporate booth and distribute promotional materials and/or product samples
- Free event entry for up to 2 runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizes

Post-Event Benefits & Recognition Opportunities:

- Corporate logo featured on all post-event participant communications

Water Station Sponsor - \$250

Event Day Benefits & Recognition Opportunities:

- Opportunity to brand and decorate one water station along the Run course
- Opportunity to have employees manage the water station and distribute water/Gatorade to participants (approx. 15 volunteers required)
- Audio mention and recognition prior to, during and post race
- Opportunity to display 1 banner at the race site (sponsor to supply)
- Free event entry for up to two (2) runners/walkers
- Opportunity to contribute fundraising incentives and/or draw prizes



Forming a Corporate Team

Why Form a Corporate Team?

Promote teamwork and camaraderie

Whether you have 5 employees or 500, participation in the Upper Canada Mall Easter Seals 10k is a great way to build team spirit and a sense of camaraderie among employees. Group participation in an event engages your staff and allows everyone to feel a sense of pride and satisfaction for giving back to the community and supporting an important cause.

Increase your company's visibility in your community

Lead by positive example. Show others the meaning of corporate social responsibility and prove that your company cares about its community. Generate exposure and brand recognition for your company with company t-shirts, costumes, pre-event fundraising events, and your team of employees at the event.

Maximize your impact

Fundraising as a corporate team allows your company to generate even more money to support Easter Seals' mission than would otherwise be possible through a direct corporate donation or sponsorship alone.

How to Form a Corporate Team

Forming a corporate team is easy! Simply visit EasterSealsRun.com to register, set your team's fundraising goal and create your team's fundraising page.

Challenge yourself and your team members to raise much needed funds for Easter Seals Ontario. Collect pledges from your friends, family members, colleagues and business associates in support of your run or walk.

Issue a Corporate Challenge

Challenge other companies, businesses or organizations to see who can put together the largest team or raise the most money. Promote a healthy competition within the York Region business community and earn some coveted bragging rights along with great prizes!



EasterSealsRun.com



Race Day Vendor Opportunity - \$500 for a 10 x 10 space

The Upper Canada Mall Easter Seals 10k represents a tremendous opportunity for your company to gain access to a targeted group of potential customers. Participating as a race day vendor allows your company to:

- Set up a fully-branded 10x10 space for the duration of the event (approx. 8:00am – 1:00pm)
- Sell your company's products
- Register runners or walkers for your company's services
- Distribute promotional materials, flyers or coupons
- Hand out product samples
- Speak with runners and walkers about your company's products or services
- Contribute a draw prize to be handed out from main stage

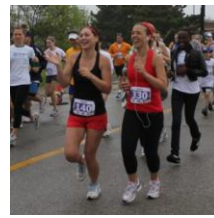
Donate a Prize

Donate a prize to the Upper Canada Mall Easter Seals 10k to be handed out from main stage. Your company will be announced as the prize contributor and thanked for your donation. Prize donations can include:

- Product
- Coupon/voucher for services
- Gift card
- Gift certificate
- Gift basket
- Tickets or admission



EasterSealsRun.com



Sponsorship Confirmation Form

Please indicate level of sponsorship for the 2012 Upper Canada Mall Easter Seals 10k:

- Title Sponsor \$10,000
- Presenting Sponsor \$7,500
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$1,000
- Water Station Sponsor \$250
- Race Day Vendor \$500
- Prize Donation N/A

Sponsor Information (please print or type):

Company Name: _____

*as should appear in printed materials

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Extension: _____ Fax Number: _____

E-mail Address: _____

Sponsor Questions (please check off applicable boxes):

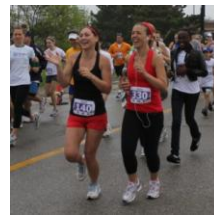
- We plan to use the allocated event entries offered with our sponsorship level
- We are interested in having staff involved in this event as volunteers

Please note that sponsoring companies must provide their logo and other company information as requested to event staff at Easter Seals Ontario. It is the responsibility of the sponsoring companies to notify event staff of any changes in regards to sponsorship, company logos or names. All benefits outlined in this package are in relation to the local Upper Canada Mall Easter Seals 10k event. In addition, late confirmation of sponsorship may mean that not all benefits can be honoured by Easter Seals Ontario, as certain print deadlines may have already been met. Easter Seals Ontario will do their best to honour all benefits outlined for sponsors.

Signature of Representative at Sponsoring Company

Date Signed





Sponsorship Payment Form

Please indicate your chosen method of payment and provide the necessary payment information for the chosen option.

- Please invoice the company at the address indicated on the previous page
- My cheque is enclosed (payable to Easter Seals Ontario). Send cheques to:

Easter Seals Ontario
Attn: Alex Krievins
700-1 Concorde Gate
Toronto, ON
M3C 3N6

- I wish to pay by credit card (please fill out the information below):

Type of card (please circle): MasterCard Visa AMEX

Card Number: _____

Expiry Date: _____

Name on Card: _____

For more information about partnership opportunities or other ways to get involved with the event, please contact:

Alex Krievins
Race Director
Upper Canada Mall Easter Seals 10k
700-1 Concorde Gate
Toronto ON M3C 3N6
Phone: 416-421-8377 x 311
Fax : 416-696-1035
E-mail : akrievins@easterseals.org

Thank you for your consideration!

EasterSealsRun.com