



2025

SPONSORSHIP OPPORTUNITIES



FATHER'S DAY WALK/RUN FOR PROSTATE CANCER

A BIT ABOUT US

Since 1999, Dash 4 Dad has brought together prostate cancer survivors, health care workers and the greater London community to support London Health Sciences Foundation. This popular event was created to raise funds and awareness, and to help support research in prostate cancer. Led by community volunteers, Dash for Dad has raised **over \$1.5M** in support since its inception.



Prostate cancer is a disease where cells in the prostate grow and divide abnormally. It's the most common cancer to affect Canadian men. **One in nine men** will be diagnosed with the disease in their lifetime, with older men being most at risk. Chances of developing prostate cancer increase greatly after age 50, with nearly two out of three diagnosed men over the age of 65.

Fundraising is a key part of furthering the success rates of early detection and treatment of prostate cancer. Fundraised dollars are used for things like research grants, funding for equipment, bettering patient care, and supporting men currently suffering from the disease. Your investment in the health of our community could make a lifetime of difference in helping to fight prostate cancer.



OUR SPONSORS

Dash 4 Dad would not be possible without our amazing sponsors each and every year. Sponsorship support allows the volunteer committee to operate with a very low cost per dollar, meaning more fundraised dollars go directly to London Health Sciences Foundation.

We invite you to review the sponsorship opportunities over the next few pages. With significant event recognition and promotion, there are exciting sponsorship opportunities to choose from.

Thanks to the generous support of Dash 4 Dad's media partners Rogers TV, 101.3 Easy FM and Jack 102.3 Jack FM this event allows for fantastic audience reach and promotion.

An accessible and family friendly event, Dash 4 Dad has something for the whole family. Dash 4 Dad can be done in person or virtually.

The Dash 4 Dad Walk/Run is held annually on Father's Day at Springbank Gardens. Participants can choose to run, walk or dance their way around routes of:

1 KM

2.5 KM

5 KM

100M TOT RUN

MEDIA PARTNERS



ROGERS tv

PRINT SPONSOR





STRONGER THAN CANCER

WHAT IS THE CHIN-HARDIE CHAIR?

Dash 4 Dad was created to raise awareness and funds for prostate cancer research. The event proudly played a pivotal role in establishing the Chin-Hardie Chair in Urologic Oncology.

The Chin-Hardie Chair in Urologic Oncology will transform how cancers of the urinary tract and the male reproductive system are diagnosed and treated. Funds raised for this position empower the division to challenge traditional approaches and drive change.

NATIONAL IMPACT: With only around 20 Urologic Chairs in Canada, the Chin-Hardie Chair positions London Health Sciences Centre (LHSC) at the forefront of urologic cancer research. This role ultimately helps foster collaborations with other leading institutions.



WHO IS DR. BRANT INMAN?

Dr. Brant Inman was recruited as the inaugural Chin-Hardie Chair in September 2023 for a term of five years. He is a renowned specialist in prostate, bladder and kidney cancers, bringing years of experience to LHSC.

He is an expert in various surgical techniques, from robotic and laparoscopic to open surgery. His role as the Chin-Hardie Chair enables him to lead groundbreaking research, transforming cancer care for patients in London and beyond.



PROGRESS TO DATE

In the first year of Dr. Inman's five-year term, significant strides have already been made:

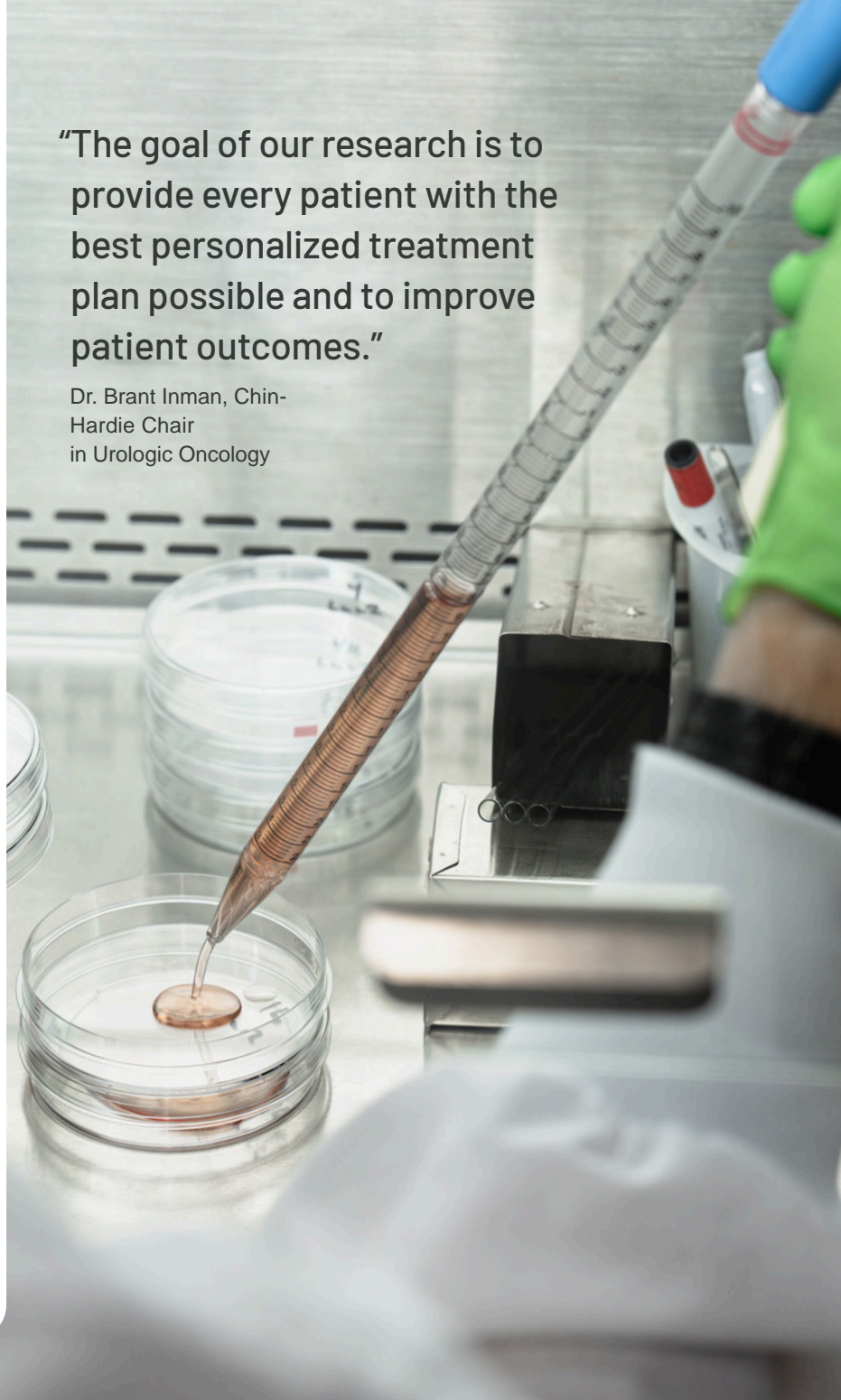
- More Research and Enhancements
 - Dr. Inman's team has hired additional staff and restructured their research unit, helping to expand their research capacity.
- New Treatment Trials
 - Several clinical trials are underway, testing advanced therapies that could bring better outcomes to patients facing bleak diagnoses.

WHAT'S NEXT?

- Biobanking - London Urology BioSolutions Repository:
 - Building a repository of patient samples to help with current and future research initiatives.
- New Clinical Trials:
 - Launching large-scale studies will bring more options to patients.
- Translational science:
 - Quickly translating lab findings to the clinic to help patients faster.
- Collaboration:
 - Building and improving connections with local teams and industry collaborators to drive innovation in patient treatment.

"The goal of our research is to provide every patient with the best personalized treatment plan possible and to improve patient outcomes."

Dr. Brant Inman, Chin-Hardie Chair
in Urologic Oncology



Your commitment builds resilience

If you have any questions, please don't hesitate to contact:

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2024 BY THE NUMBERS



Our final donation to London Health Sciences Foundation totalled \$90,000.00!



Total participants registered for the event.



Total teams participated in the event.



Of participants actively fundraised and asked for donations online. (+5% from 2023)



Average amount fundraised per attendee.

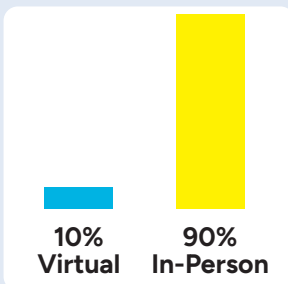


Average amount fundraised per team. (+13% from 2023)

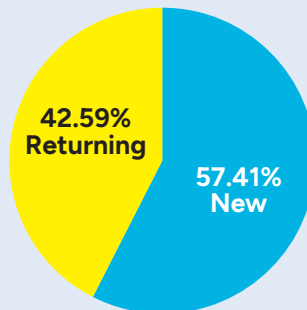


Average open rate of e-blasts during our monthly campaigns. (6 blasts sent to 1400 recipients.)

PARTICIPANT TYPE



PARTICIPANT ACQUISITION



48%* Retention rate from 2023 event!

**Not accounting for participants who registered using a new account.*

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$7,500

One opportunity

- ▶ Exclusivity as Presenting Sponsor with event title wording: Dash 4 Dad presented by.
- ▶ Exclusivity in sponsor's industry at corresponding sponsor level.
- ▶ First right of refusal for the following year's event.
- ▶ Logo and company name as presenting sponsor on Dash 4 Dad promotional and event material, t-shirts and on-site signage.
- ▶ Speaking Opportunity at event
- ▶ Opportunity to provide a branded participant gift.
- ▶ Recognition as Presenting Sponsor from the stage.
- ▶ Opportunity to have a company booth or tent on site.
- ▶ Logo and company name on five km markers on route.
- ▶ Social media recognition: six posts.
- ▶ Logo and recognition at sponsor level on Dash 4 Dad website.

PLATINUM SPONSOR - \$5,000

Three opportunities

- ▶ Exclusivity in industry at sponsorship level.
- ▶ First right of refusal for the following year's event.
- ▶ Opportunity to provide a branded participant gift.
- ▶ Recognition as Platinum Sponsor from the stage.
- ▶ Opportunity to have a company booth or tent on site.
- ▶ Logo and company name on four km markers on route.
- ▶ Social media recognition: four posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

GOLD SPONSOR - \$3,000

- ▶ Opportunity to have a booth at event.
- ▶ Recognition as Gold Sponsor from the stage.
- ▶ Logo and company name on three km markers on route.
- ▶ Social media recognition: three posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

SILVER SPONSOR - \$2,000

- ▶ Recognition as Silver Sponsor from the stage.
- ▶ Logo and company name on two km markers on route.
- ▶ Social media recognition: two posts.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

BRONZE SPONSOR - \$1,000

- ▶ Recognition as Bronze Sponsor from the stage.
- ▶ Logo and company name on one km marker on route.
- ▶ Social media recognition: one post.
- ▶ Logo on sponsorship signage.
- ▶ Logo and recognition at sponsor level on Dash4Dad website.

Sponsor Benefits	Presenting \$7,500	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Exclusivity as presenting sponsor	✓				
Dash 4 Dad presented by {your company}	✓				
Speaking Opportunity	✓				
Company name and logo on Dash 4 Dad T-shirts	✓				
Logo on all printed material	✓				
Exclusivity in sponsor industry	✓	3 available			
Opportunity to provide participant gift	✓	✓			
First right of refusal for 2026 event	✓	✓	✓		
Event day booth or tent	✓	✓	✓		
Logo on Km markers	All 5 km markers	On 4 km markers	On 3 km markers	On 2 km markers	On 1 km marker
On Site Sponsor Signage	✓	✓	✓	✓	✓
Social media recognition (Paid & organic posts)	2 paid, 4 organic	1 paid, 3 organic	3 organic	2 organic	1 organic
Sponsor Acknowledgement on-stage	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓



We wish to be recognized as:

- Presenting Sponsor - **\$7,500**
- Gold Sponsor - **\$3,000**
- Bronze Sponsor - **\$1,000**
- Platinum Sponsor - **\$5,000**
- Silver Sponsor - **\$2,000**

Additional ways to support:

- Sponsor the food tent - **\$500**
- Sponsor the silent auction table - **\$500**
- Sponsor the photo booth - **\$500**
- Sponsor the 100m tot run - **\$250**

*These sponsorships help us cover the cost to provide each station and will be recognized with branded signage ("Food Tent Sponsored by...").

Will you be donating an item to our silent auction? Yes Not this year

Retail value of item: _____

Description of item: _____

**If art work, please provide: name of the piece, dimensions, artist name and medium.*

Please arrange for a Dash 4 Dad volunteer to pick up my donation.

Sponsor Information:

Company Name _____ Contact Name _____

Address _____

City _____ Prov. _____ Postal Code _____

Email _____ Phone _____

Signature _____ Date _____

Payment Options:

Cheque enclosed

Please make payable to "Dash 4 Dad"

Amount: \$ _____

Credit Card - MasterCard Visa Amex

CC # _____ Exp. _____

Signature _____

Please return form and payment to:

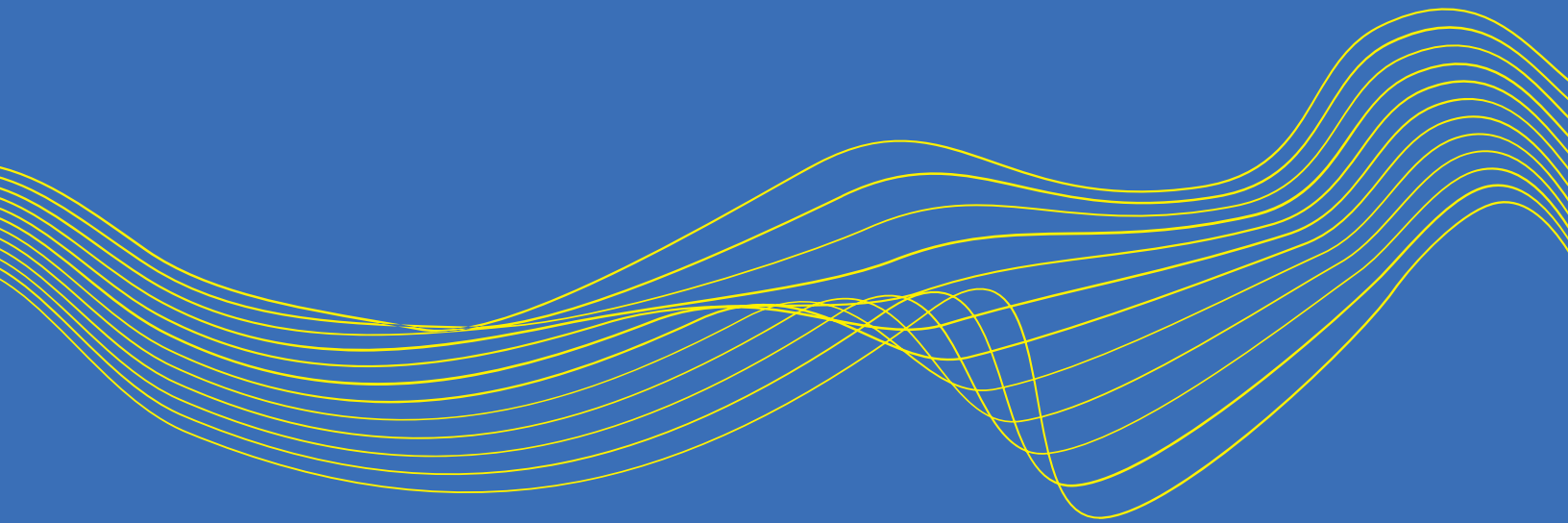
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FATHER'S DAY WALK/RUN
FOR PROSTATE CANCER



REGISTER / SPONSOR / DONATE



DASH4DAD.CA