



Walk. Run. Support.

Funding local breast cancer research.

November 1, 2018

Dear Juravinski Cancer Centre and BRIGHT Run Community Partner,

Please join our BRIGHT Run team as a Corporate Community Partner and supporter.

The 12th annual BRIGHT Run will take place on Saturday September 7, 2019 at the Dundas Valley Conservation Area. Over 1000 breast cancer patients, survivors, family and friends will come together to walk / run 1km or 5kms and to celebrate. They will also be raising a lot of money for local breast cancer research.

As an active and engaged member of the Hamilton/Burlington/Niagara/Brant community we are reaching out to you to ask for your financial support to enable us to organize and host this magnificent event. Please note that the BRIGHT Run is powered entirely by over 250 volunteers.

To date, the BRIGHT Run has raised over \$3.5 million dollars which has funded 16 leading edge research projects right here at our own Regional Cancer Centre – Juravinski. In many cases these projects have led to expanded studies involving breast cancer patients across Canada.

Our most recently funded project looks at the merits of administering a topical medication to a mastectomy or lumpectomy incision site immediately following surgery. Application of this medication could decrease the incidence of bruising and fluid build-up and increase the likelihood of prompt follow-up treatment. For a breast cancer patient anxious to get on with their treatment, waiting for a bruise to heal is a very big deal. This is just one example of many important projects funded by the BRIGHT Run. Further details may be found at brightrun.ca.

Your support will ensure that every BRIGHT Run participant-raised fundraising dollar is spent entirely on local breast cancer research like this.

We look forward to welcoming you to our BRIGHT Run team. Please visit www.brightrun.ca for more information or contact either of us directly to discuss your involvement in greater detail.

Kindest regards,

Michele Cardoso
Clinical Specialist Radiation Therapy
mcardoso@hhsc.ca

Dr. Bindi Dhesy
Medical Oncologist
dhesy@hhsc.ca

BRIGHT Run 2019 What You Need to Know



LOCAL

- All the money raised here stays here
- Local participants supporting local cancer centre
- Juravinski Cancer Centre catchment area is: Hamilton, Niagara, Haldimand, Norfolk, Burlington and Brant

FAMILY/PET FRIENDLY

- Everyone welcome – all ages, stages and abilities
- Wagons, strollers, walkers welcome and leashed dogs too



RESEARCH

- Sixteen seed projects funded, including: symptom management, surgical intervention, prevention, genetic predisposition
- Funding research by scientists at the Juravinski Cancer Centre and McMaster University

COMMUNITY PARTNERS

- Twenty-five community partners (sponsors) provide direct financial support each year to cover event organizing and hosting costs
- Discounted and/or complimentary products and services are provided by a range of local retailers and service providers



WALK/RUN

- Walk, run or saunter – or simply come to show support
- Chose a 1K or 5K route through the scenic Dundas Valley
- Enjoy a day of community and excitement

RESULTS

- More than 1,200 participants and 250 volunteers attend each year
- \$385,000 raised at the Sept. 8, 2018 event
- Approximately \$3.5 million raised since 2008





SPONSORSHIP OPPORTUNITIES & BENEFITS	PRESENTING SPONSOR	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	FRIENDS \$1,000+
SOCIAL MEDIA					
BRIGHT Run website	Logo & link	Logo & link	Logo & link	Logo	Logo
BRIGHT Run Facebook page	5 posts	4 posts	3 posts	2 posts	1 post
BRIGHT Run eNewsletter to participants	Article & recurring logo	Article & recurring logo	Recurring logo	Logo	
LOGO on PRINT MATERIAL					
In-hospital banners (3)					
Community posters					
MEDIA					
Pre-event promo					
Thank you ad (logo)					
APPAREL					
Volunteer t-shirts (logo)					
Participant t-shirts (logo)					
EVENT DAY PROMOTION					
Start/ finish line banner (logo)					
Sponsor banner on stage					
Sponsor banner on site					
Exclusive naming opportunity					
SPONSORSHIP RECOGNITION					
Launch party participation					
Use of BRIGHT Run logo					

To ensure sponsorship fulfillment as indicated above, we require logos, URLs, and cheques by June 1, 2019