

Community Action
for Local Cancer Care



Cancer
CHAMPIONS
BREAKFAST

Ottawa Regional **Cancer Foundation**

2021
SPONSORSHIP
OPPORTUNITIES

About the **Ottawa Regional Cancer Foundation**

The Ottawa Regional Cancer Foundation is dedicated to increasing cancer survivorship in Eastern Ontario. We support cancer care and research to prevent, detect, diagnose, and cure cancer.

Your support allows for:

Research

Ensuring scientists have the resources to bring their discoveries from bench to bedside.

Clinical Trials

Ensuring cancer patients have access to local clinical trials and the latest treatment options here in Ottawa.

Cancer Coaching

Helping cancer patients, family members, and caregivers overcome their fears and frustrations about cancer.





Cancer and COVID

We've all heard the phrase unprecedented times, over the last year and half during COVID-19. We've all felt the impact, sacrificed lost time with family and friends, canceled celebrations and delayed trips. For someone with cancer, the postponing of surgeries, treatment and tests could mean a lifeline is no longer there and hope for the future becomes less promising. These unprecedented times also means a delays in cancer screening and appointments, and medical hesitancy, leading to delayed cancer diagnoses. What once could have been a battle won, is now a fight for life.

Cancer Stats

While we sadly lost over 23,000 Canadians to COVID-19 last year, we also lost over 83,300 to cancer. The hard truth is there's a cancer crisis in our community and across Canada. This crisis will have devastating outcomes and will continue to be felt for years to come.

We need your help.

Over the past year we've witnessed the power of people coming together for a single cause. Cancer treatment and care is in crisis. There is no pandemic pause for us. There is no time to waste as we help those facing cancer in Ottawa. The time is now to give back hope.



October 20TH
7:30 am – 9:00 am

Hope is **Now**

ABOUT US

Since 2009, the Cancer Champions Breakfast has been bringing together Ottawa community leaders wanting to make a difference.

All funds raised at the Cancer Champions Breakfast stay in our community to help patients and their families get the support and access to therapies they need.

THIS YEAR'S EVENT

On October 20, the Cancer Champions Breakfast will be coming directly to your home and office as a virtual event. The event will continue to safely bring together over 500 community leaders, doctors, researchers, and scientists from our community with one goal – to raise funds for the Ottawa Regional Cancer Foundation. Guests will be able to hear remarkable stories from experts, cancer survivors and cancer fighters.

Over **\$5 million** has been raised for **local** cancer care through the Cancer Champions Breakfast

GET INVOLVED

Your sponsorship will directly impact local families and ensure patients have access to the best resources in our community. **Every dollar raised at the Cancer Champions Breakfast will be invested directly in supporting local cancer care.**

WHY PARTNER?

A sponsorship with the Ottawa Regional Cancer Foundation is not only a partnership with us, but also our guests, patients, doctors, and other leaders in the community wanting to make a difference. Sponsorship provides your company with an engaged, community-focused audience, targeted brand benefits, and an opportunity to help make an impact on cancer patients within the Ottawa region.

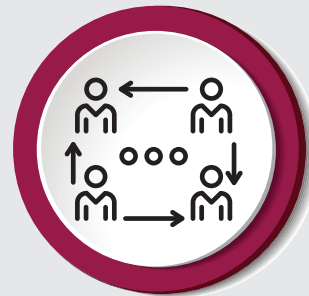
MAKE AN IMPACT



**YOUR BRAND
MAKING A DIFFERENCE**



**COMMUNITY
ENGAGEMENT**



**MAKE NEW
CONNECTIONS**



**REACH DECISION
MAKERS**



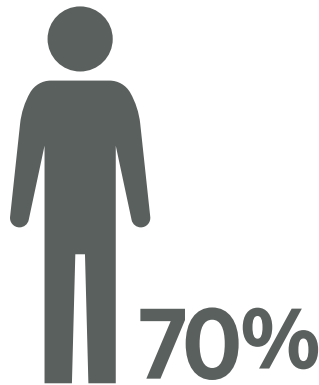
**COMMUNITY
CHANGE**



**SAVE
LIVES**



OUR ATTENDEES



AGE	%
25 to 34	11%
35 to 44	20%
45 to 54	21%
55 to 64	43%
65 to 74	5%



86% of attendees say they would consider a company's support of Ottawa Regional Cancer Foundation in their next purchase of a product or service



This year in our community:

8,000

People will be diagnosed with cancer (Cancer Care Ontario, 2020)

30,000

People are in active cancer treatment

135,000

People are living with cancer

50%

of cancer patients will experience a disruption in treatment due to COVID-19

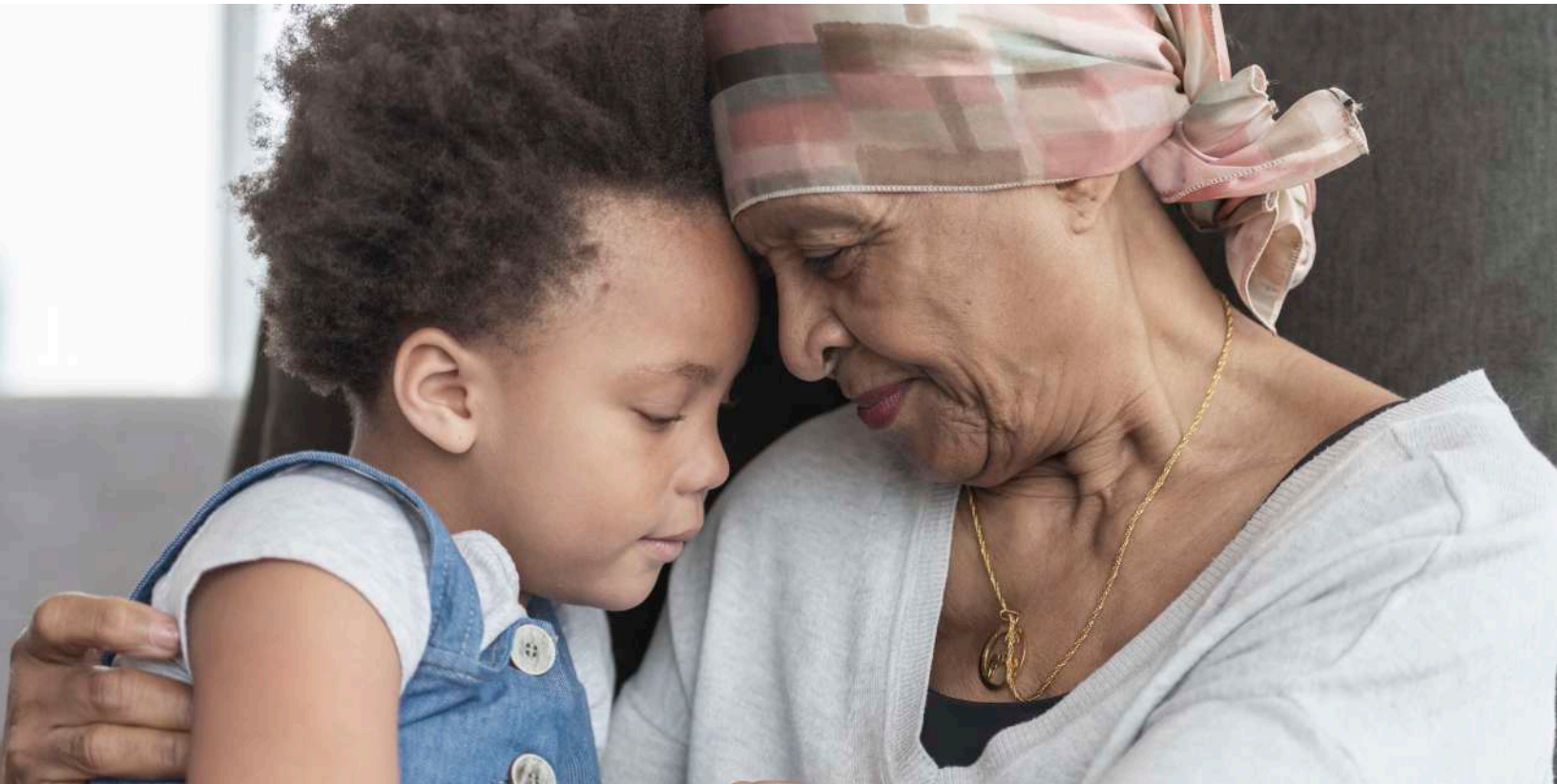
75%

of people feel they would benefit from more emotional support post-treatment

70%

of people report having emotional challenges after cancer treatment ends

Sources: Cancer Care Ontario, 2020; Canadian Cancer Survivor's Network 2020; Living with Cancer: A Report on the Patient Experience by the Canadian Partnership Against Cancer 2018



Presenting Sponsor | \$15,000

- Sector exclusivity
- Corporate identification as the **Cancer Champions Breakfast Presenting Sponsor** included in all media releases
- Opportunity to have a 'Thank You' video on the event website and social media channels
- Presenting Sponsor recognition on all event materials
- Exposure in the Social Media Tool Kit provided to all partners and key stakeholders
- Recognition in the host remarks on October 20
- Prominent logo exposure within the virtual event platform throughout the experience
- One-on-one session with the Ottawa Regional Cancer Foundation's President and CEO
- 'Thank You' banner ad on ottawacancer.ca linking to your website for 8 months
- Recognition in post-event donor calls
- Recognition on the Cancer Champions Breakfast event web page
- Recognition on event email communication
- Prominent logo exposure in the digital event program
- Social media mentions on the Cancer Foundation's social platforms
- Social Media Tool Kit provided to share your involvement with the Breakfast
- Priority logo placement in a newspaper 'Thank You' ad
- Mention in a ottawacancer.ca blog post

Premium Sponsor | \$7,500

- Premier Sponsor recognition on all event materials
- Recognition in the host remarks on October 20
- Logo exposure in the digital event program
- Prominent logo exposure within the virtual event platform
- Recognition on the Cancer Champions Breakfast event web page
- Recognition on event email communication
- Logo exposure in the digital event program
- Social media mentions on the Cancer Foundation's social platforms
- Social Media Tool Kit provided to share your involvement with the Breakfast
- Premier logo placement in a newspaper 'Thank You' ad
- Mention in a ottawacancer.ca blog post

Associate Sponsor | \$5,000

- Associate Sponsor recognition on event materials
- Logo exposure on digital event program
- Logo exposure within the virtual event platform
- Recognition on the Cancer Champions Breakfast event web page
- Recognition on event email communication
- Social media mention on the Cancer Foundation's social platforms
- Social Media Tool Kit provided to share your involvement with the Breakfast
- Logo placement in a newspaper 'Thank You' ad

Supporting Sponsor | \$2,500

- Supporting Sponsor recognition on event materials
- Logo exposure on digital event program
- Logo exposure within the virtual event platform
- Recognition on the Cancer Champions Breakfast event web page
- Social media mention on the Cancer Foundation's social platforms
- Social Media Tool Kit provided to share your involvement with the Breakfast
- Mention in a newspaper 'Thank You' ad

	PRESENTING SPONSOR \$15,000	PREMIER SPONSOR \$7,500	ASSOCIATE SPONSOR \$5,000	SUPPORTING SPONSOR \$2,500
Sector exclusivity	✓			
Presenting sponsor mention in all media/event releases	✓			
Opportunity to provide 'Thank You' video on event website and social media	✓			
One-on-one session with Cancer Foundation President and CEO	✓			
Recognition in post-event donor calls	✓			
'Thank You' banner ad on ottawacancer.ca for 8 months	✓			
Mention in host remarks during event	✓	✓		
Mention in ottawacancer.ca post-event blog	✓	✓		
Recognition on event email communication	✓	✓	✓	
Sponsor recognition on event materials	✓	✓	✓	✓
Logo exposure within virtual event platform	✓	✓	✓	✓
Logo exposure on virtual event program	✓	✓	✓	✓
Logo on event website	✓	✓	✓	✓
Inclusion in newspaper 'Thank You' ad	✓ (logo)	✓ (logo)	✓ (logo)	✓ (logo)
Social media mentions	✓	✓	✓	✓
Receive Social Media Tool Kit	✓	✓	✓	✓

* In-kind donations will be recognized on an individual basis

Don't miss your opportunity to **make an impact.**

Joining with the Ottawa Regional Cancer Foundation in sponsorship for the Cancer Champions Breakfast is your first step toward building a corporate partnership that will invest directly in your organization, the Cancer Foundation, and our community's health.

The Ottawa Regional Cancer Foundation makes a big impact on the 30,000 patients and families whose lives are impacted by cancer. Now more than ever, employees and the public are looking to organizations committed to driving change and being key players in the health and well-being of our community.

We are happy to discuss future opportunities to help families facing cancer in our community **TOGETHER.**

Breakfast Chairs

Chuck Merovitz & Bonnie Merovitz

Co-Chairs, Cancer
Champions Breakfast

Ian M. Sherman & Randi Sherman

Co-Chairs, Cancer
Champions Breakfast

VP, Development & Community Engagement

Paula Muldoon

Ottawa Regional Cancer
Foundation
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