



VIRTUAL 5K EVENT: SPONSORSHIP PROSPECTUS

Wear Red Canada is celebrated annually across Canada on February 13th to raise awareness about women's heart health. Proudly hosted by the [Canadian Women's Heart Health Alliance](#) and funded by the [Canadian Women's Heart Health Centre](#).

As part of the Wear Red Canada campaign, the **Canadian Women's Heart Health Alliance is organizing a virtual 5K event.** Between Feb 13 - 28, 2022 participants can run, walk, bike, swim, ski, snowshoe... or dance in their living room! They can track their progress towards a 5 km distance or 30 minutes of physical activity of their choice!

We invite you to become an important part of this national virtual 5K event by participating as an Event Sponsor. A variety of sponsorship levels have been developed for this event and we are seeking support from corporate, pharmaceutical and community. This is a distinct opportunity to showcase your company on a national stage.

HEART DISEASE IS ON THE RISE

IT'S THE LEADING CAUSE OF DEATH FOR WOMEN WORLDWIDE

- Heart attack symptoms are **not recognized** in over 50% of women.
- Causes of heart disease can be **different for women** than men.
- Women can be at **greater risk** for heart disease than men.
- Heart disease is largely preventable. There is a lot you can do to **help reduce your risk.**
- To take care of others, you need to first take care of yourself. **Start the conversation with the women in your life.**

At the inaugural 5K event in 2021, with minimal promotion, we had 218 women with lived experience, healthcare professionals and their friends and families take part. **This year, we are estimating at least 350 participants joining us from coast to coast.**

We want to see improved awareness of the greatest health risk to women in our communities, and, most importantly, fewer women dying prematurely from heart disease. **We believe we can achieve this with your help.** Please feel free to learn more by visiting [WearRedCanada.ca](#).

We hope you'll join us and get active from wherever you may be! Please contact **Lisa Comber** at lcomber@ottawaheart.ca to discuss how you or your organization can get involved!



SPONSORSHIP LEVELS

Platinum - \$10,000 Contribution

- Custom banner with “event name, sponsored by” messaging on the Wear Red Canada website.
- Corporate logo on Virtual 5K Event t-shirt.*
- Corporate logo included in Wear Red Canada promotional video.
- Corporate logo acknowledgement in two social media (Facebook, Twitter and Instagram) posts. (2021 campaign yielded 2.2 million impressions)
- Corporate acknowledgement in the national program video presentation.
- Corporate logo acknowledgement in newsletter promoting the Virtual 5K Event.
- Corporate logo featured on the Virtual 5K Event registration page.

Gold - \$5,000 Contribution

- Corporate logo on Virtual 5K Event t-shirt.*
- Corporate logo included in Wear Red Canada promotional video.
- Corporate logo acknowledgement in two social media (Facebook, Twitter and Instagram) posts.
- Corporate logo acknowledgement in newsletter promoting the Virtual 5K Event.
- Logo featured on the Virtual 5K Event registration page.

Silver - \$2,000 Contribution

- Corporate logo acknowledgement in one social media (Facebook, Twitter and Instagram) posts.
- Corporate logo featured on the Virtual 5K Event registration page.

Bronze - \$500 Contribution

- Corporate logo featured on the Virtual 5K Event registration page.

**Deadline to commit December 10, 2021*