

MICHAEL GARRON HOSPITAL FOUNDATION'S

# DANFORTH DASH BED RACE

PRESENTED BY:



## SPONSORSHIP OPPORTUNITIES

Friday, August 11, 2017 | Playter Blvd. and Danforth Ave.





# EVENT OVERVIEW

The Danforth Dash Bed Race is a community event that raises funds for Michael Garron Hospital Foundation. Taking place during **Greektown's Taste of the Danforth**, the Bed Race is a high energy, competitive and fun team building event that allows you to connect with our community. As a sponsor, you will receive public recognition as part of Canada's largest food festival.

## 2016 HIGHLIGHTS

- 20 teams including: Toronto Mascots, Toronto Argonaut Cheerleaders, and professional athletes
- Hosted by Sportsnet's Ken Reid and media personalities Anthony Farnell and Cristina Tenaglia, who provided live commentary for spectators
- Extensive media coverage from major outlets including live broadcast on CP24
- Lots of fun was had by all participants and spectators!



Fierce competition abounds with teams pursuing the coveted **Golden Bed Pan Trophy**

# BECOME A BED RACE SPONSOR



## SPONSORSHIP BENEFITS

	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Bed \$1,500
<b>HOSTING</b>				
Bed to race (team of four)	2	1	1	1
Invitation to exclusive Food & Wine Event - July 17	2	2		
<b>EVENT RECOGNITION</b>				
Title exclusivity with on-site signage	▪			
Verbal recognition at podium	▪	▪		
Barricade banner	4	2	1	
Logo recognition on sponsor banner	▪	▪	▪	
Logo recognition in event program	▪	▪	▪	
<b>PROMOTION &amp; MEDIA</b>				
Opportunity to provide promotional item for guests	▪			
Corporate name inscribed on hospital Donor Wall	▪			
Recognition in Foundation newsletter	▪	▪		
Recognition on hospital TV screens	▪	▪		
Thank you message on social media	▪	▪	▪	
Logo on event webpage	▪	▪	▪	
<b>ADDITIONAL BENEFITS</b>				
First right of refusal for 2018 Bed Race sponsorship	▪	▪	▪	
Commemorative team picture	▪	▪	▪	▪
Business receipt for the full amount	▪	▪	▪	▪

**LIVE**



**CP 24** **DANFORTH DASH BED RACE TODAY**

■ Buzz Aldrin, second person to walk on the moon, signs on to teach aeronautics at Florida Institute of Technology.

**CP 24** Fri Aug 07 24°  
 FRI SAT SUN MON TUE  
 25 24 26 25 25  
 BARRIE 2-4°  
**TORONTO'S BREAKING NEWS**

Ontario 401 at Church  
 GERMAN DAX INDEX 11,490.53 ↑ 94.27

# Media Shots

**Danforth Dash Bed Race**



Bloor St. Studio



Danforth & Broadview Ave.

**Global**  
TORONTO

**LIVE**



**CP 24** **DANFORTH DASH BED RACE TODAY**

■ 120 buses will shuttle Parapan Am athletes from downtown village to York University during afternoon rush.

**LIVE**



**CP 24** **PROCEEDS FROM THE BED RACE SUPPORT TORONTO EAST GENERAL**

■ Eugenie Bouchard has parted ways with coach Sam Sumyk after six months, according to multiple media reports.

**CP 24** Fri Aug 07 24°  
 FRI SAT SUN MON TUE  
 25 24 26 25 25  
 OSHAWA 23°  
**TORONTO'S BREAKING NEWS**

Toronto DVP at Lawrence  
 OIL (SEP) 44.04 ↓ 0.62

TSX 0.25 THOMSON REUTERS 52.99 ▼ 0.57 TD BANK 52.31 ▼ 0.50 TRANSALTA 7.66 ▲ 0.04 TRANSC 48.55

## Create Health. Build Community.

Michael Garron Hospital (MGH), formerly Toronto East General Hospital, plays a vital role in Toronto's health care system. We take great pride in our tradition of providing care and compassion to everyone who comes through our doors. To accomplish this, partnerships are essential to help support patient care programs and teaching and research initiatives.

As a large, urban, full-service community teaching hospital affiliated with the University of Toronto, we provide a range of programs and services to the community. Every year we admit approximately 20,000 acute care inpatients, deliver 3,000 babies, have over 70,000 emergency visits and provide service to over 200,000 outpatients.

MGH is proud of and celebrates the different communities we serve. We are situated in the heart of the vibrant area we serve, a community of 350,000 people and 22 distinct neighbourhoods. Here, some of the highest need and most culturally varied areas in the City are juxtaposed with those of privilege and wealth. Our origins are rooted in these neighbourhoods and the citizens who work hard to advocate and fundraise for a local hospital. Today, our volunteers and donors continue this commitment and support with their time, effort and funds.

Proceeds from the *11<sup>th</sup> Annual Danforth Dash Bed Race* will support an ambitious redevelopment that will radically alter healthcare delivery. This renewal includes the new Ken and Marilyn Thomson Patient Care Centre, dramatic changes to our existing facility; and investments in equipment, research, education, innovation and community interventions.

This year the impact of your support is increased. Every dollar raised through this event will unlock a dollar through the \$50 million pledge from the Garron Family. This means your generous sponsorship will go twice as far.

Your support will make such a difference!



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