



# HIKE

*for hospice*

A FUNDRAISING EVENT IN SUPPORT OF  
ROTARY HOSPICE STRATFORD PERTH

**Sunday, June 25, 2023**  
Tom Orr Trail,  
Stratford Perth Museum  
Or, *Hike on your Site!*

To learn more, visit: [www.rotaryhospice.ca](http://www.rotaryhospice.ca)

A photograph of two young children hiking away from the camera on a grassy trail. The child on the left is wearing a blue t-shirt, black shorts, and a grey baseball cap. The child on the right is wearing a pink t-shirt, black shorts, and a grey baseball cap. The trail is surrounded by lush green vegetation and trees.

**Sponsorship  
Opportunities**



We are pleased to share that Brittany Beirness of Team Janice will represent her family as this year's Honorary Chair of Hike for Hospice 2023.

*"The calm environment allowed us to be a family and spend valued quality time together. Our experience made us realize the importance of a hospice in the community not only for the patient but for the family as well."*

Brittany's mother, Janice Beirness, passed away peacefully at Rotary Hospice on August 26, 2021.

Brittany will share her family's journey on Hike day as part of our memorial service. We encourage you to join us.

# The Event

Hike for Rotary Hospice is a fundraiser open to all ages and abilities. The event provides participants with an opportunity to celebrate loved ones living with advanced illness and honour those that have passed away.

Participants may walk the Tom Orr Trail at the Stratford Perth Museum. All to raise funds that will support Rotary Hospice's mission.

### New this year

- Hike on your Site
- Memorial Hikers Wall

**On Sunday, June 25, 2023, you can be part of helping us raise over \$100,000 for Rotary Hospice!**



9TH ANNUAL  
**SUNDAY  
JUNE 25**

Hike on your Site  
or join us at the Stratford Perth Museum

**HIKE**  
for hospice

www.rotaryhospice.ca



## What your support means...

Rotary Hospice helps individuals and families through the grieving process as they face the advanced illness or death of someone close to them. Our team of professionals provides individual, family, and group counselling, as well as 24-hour end-of-life care.

Opened in June 2019, Rotary Hospice has cared for over 260 individuals since that time. All at no cost to them.

Ministry of Health funding covers approximately 50% of operating costs, the rest must be fundraised locally.

*Hike for Hospice supports those needs.*

# BY THE NUMBERS



IN 2022...



## HIKERS

135 registered (virtual & in person)



## RESIDENTS

260+ hospice residents compassionately cared for since doors opened in July 2019



## TEAMS

26 teams registered



## BEREAVEMENT

Over 150+ individuals provided with bereavement support follow up



## IMPACT

\$85,000 raised by Hikers



## YEARS

2023 marks our 9th annual Hike for Hospice – all proceeds raised remain in Perth County

## HIKE 2022 HIGHLIGHTS





TRAIL-BLAZER	PATH FINDERS	BACK-PACKERS	TREKKERS	SHOE SPONSOR
\$5,000	\$3,000	\$1,500	\$1,000	\$500

Recognition at Hike opening program streamed via social media	✓	✓	✓	✓	✓
Company logo on printed materials	✓	✓			
Company name on printed materials			✓	✓	
Hyperlinked logo on Rotary Hospice website, Hike online event page, Rotary Hospice e-blast and emails to participants	✓	✓	✓		
Recognition in Rotary Hospice spring Newsletter	✓				
Company name on Hospice website, Hike event page and in an e-blast email				✓	
Recognition on social media platforms and sponsorship thank you video	✓	✓	✓	✓	
Opportunity to enter a staff team as part of our Hike on your Site corporate challenge; to be profiled in participant emails and social media	✓	✓	✓	✓	
Opportunity to submit 60 second promo video for social media	✓	✓			
Company logo on Memorial Hikers Wall of recognition	✓	✓			
Company name on Memorial Hikers Wall of recognition			✓	✓	✓
Company name on Hospice website, Hike online event page					✓

## TRAILBLAZER

1 available

Presenting sponsor of Hike for Hospice 2023 in all communications leading up to, during and post event.

\$5,000

- Honourary event spokesperson at Hike opening program streamed via social media, virtual video remarks to be sent to all hikers
- Company logo\* on printed materials (pledge forms, posters, t-shirts, event signage in-house and on-site)
- Hyperlinked logo\* on Rotary Hospice website, Hike online event page, Rotary Hospice e-blast\*\* and emails to participants
- Recognition as Trailblazing Sponsor in Rotary Hospice spring Newsletter\*\*
- Recognition with logo on social media platforms including Facebook and Instagram\* and sponsorship thank you video
- Opportunity to enter a staff team as part of our Hike on your Site corporate challenge; to be profiled in participant emails and social media
- Opportunity to submit 60 second promo video for social media
- Company logo on Memorial Hikers Wall of recognition (in-house and on-site)

\*Logo size is dependent on sponsorship level

### \*\*Audience

Facebook: 3000+ followers

Instagram: 1,100+ followers

Rotary Hospice e-blast: 2,000+ subscribers

Rotary Hospice spring print newsletter: distributed via Canada Post to 35,000+ households, farms, and businesses in Perth County



Sponsorship confirmation and logo files are requested by May 1, 2023

## PATH FINDER (PREVIOUSLY GOLD)

2 available

\$3,000

- Verbal recognition at Hike opening program streamed via social media
- Hyperlinked logo\* on Rotary Hospice website, Hike online event page, Rotary Hospice e- blast\*\*, and emails to participants
- Company logo\* on printed materials (pledge forms, posters, t-shirts, event signage in-house and on-site)
- Recognition with logo on social media platforms including Facebook and Instagram\*\*, and sponsorship thank you video
- Opportunity to enter a staff team as part of our Hike on your Site corporate challenge; to be profiled in participant emails and social media
- Opportunity to submit 60 second promo video for social media
- Company logo on our hikers memorial wall (in house and on site)

## BACKPACKERS (PREVIOUSLY SILVER)

5 available

\$1,500

- Verbal recognition at Hike opening program streamed via social media
- Hyperlinked logo\* on Rotary Hospice website, Hike online event page, Rotary Hospice e- blast\*\*, and emails to participants
- Company name on printed materials (pledge forms, posters, t-shirts, event signage in-house and on-site)
- Recognition with logo on social media platforms including Facebook and Instagram\*\*, and sponsorship thank you video
- Opportunity to enter a staff team as part of our Hike on your Site corporate challenge; to be profiled in participant emails and social media
- Company name on Memorial Hikers Wall of recognition (in-house and on-site)

## TREKKERS (PREVIOUSLY BRONZE)

10 available

\$1,000

- Verbal recognition at Hike opening program streamed via social media
- Company name on Hospice website, Hike online event page, Rotary Hospice e-blast\*\*, emails to participants
- Company name on printed materials (pledge forms, posters, t-shirts, event signage in-house and on-site)
- Recognition on social media platforms including Facebook and Instagram\*\*, and sponsorship thank you video
- Opportunity to enter a staff team as part of our Hike on your Site corporate challenge; to be profiled in participant emails and social media
- Company name on Memorial Hikers Wall of recognition (in-house and on-site)

## SHOE SPONSORS

Unlimited

\$500

- Verbal recognition at Hike opening program streamed via social media
- Company name on Memorial Hikers Wall of recognition (in-house and on-site)
- Company name on Hospice website, Hike online event page

# SPONSORSHIP OPPORTUNITIES

## Sponsorship Packages

Trail Blazer  
\$5,000

Path Finders  
\$3,000

Backpackers  
\$1,500

Trekkers  
\$1,000

Shoe Sponsor  
\$500

Business Invoice Required?  Y  N

Business Receipt Required?  Y  N

*Please note: in accordance with CRA rules, tax receipts are not issued for event sponsorship.*

## Cash Donation Under \$1000\*

\$ Amount \_\_\_\_\_

\*Tax receipt provided

## Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment Information

Cheque payable to: *Stratford Perth Hospice Foundation*

Visa  MasterCard Card # \_\_\_\_\_ Expiry: \_\_\_\_ / \_\_\_\_

\*Please provide contact number for credit card processing: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_



*thank you!*

Please return completed form with payment to:  
Stratford Perth Hospice Foundation, 80 Greenwood Dr., Stratford, ON N5A 0J1  
Or submit via email to Lucie Stuart, Director, Fund Development & Stewardship. at: [lucie@rotaryhospice.ca](mailto:lucie@rotaryhospice.ca)





**We would love to connect with you about this invitation for you to join our Hike for Hospice family, and help us celebrate the lives of our residents, their loved ones, and this amazing community!** Contact us via the info below to discuss a sponsorship level that works for you.

**Sponsorship confirmation and logo files are requested by May 1, 2023**

Lucie Stuart, Director, Fund Development & Stewardship  
Stratford Perth Hospice Foundation  
519.508.4900 x720  
lucie@rotaryhospice.ca

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