

# PARTNERSHIP PACKAGE 2019/2020







## WHAT SETS US APART

- Since 2001, Meagan's Walk has raised more than **\$5.7 million** for paediatric brain tumour research
- Direct all donations to support paediatric brain tumour research
- Our signature hand-to-hand hug around the children's hospital, the only one of its kind in the world
- Driven by 60+ passionate and committed volunteers and thousands of donors

# PARTNERING WITH MEAGAN'S WALK

## HOW WE ARE MAKING A DIFFERENCE

Brain tumours are the leading cause of cancer-related death in children. Funding research saves lives.

Meagan's Walk directs funds to the Brain Tumour Research Centre (BTRC) at SickKids which hosts the only program in Canada dedicated to paediatric brain tumour research.

"Meagan's Walk funded a medical trial that included less toxic doses of chemo resulting in less side effects. We owe the quality of Mia's life to this trial."

Amy Amato, Mom of Mia,  
Meagan's Walk Hero



## INVESTMENT IN RESEARCH

### When surgery is not an option

Low grade gliomas are the most common brain tumours in children and when complete surgical removal is achieved, survival rates are over 90%. However, when these tumours are located deep in the brain, surgery is not possible.

Meagan's Walk is funding a research project led by Dr. Uri Tabori that investigates treatment strategies for these cases. By examining nano-sized samples and analysing DNA, RNA, and protein simultaneously, Dr. Tabori's team is better able to predict which patients will benefit from treatments. Alternative treatments can then be identified for patients who don't respond to these treatments..



"There is no question that without the support of Meagan's Walk over the past decade, the Brain Tumour Research Centre would not be considered the top paediatric brain tumour research centre in the world."

Dr. Christian Smith  
Brain Tumour Research Centre  
Sick Kids



## 5 BENEFITS OF PARTNERING WITH US

### 1 **Showcase your brand at our signature public event**

Each year, thousands of people gather together for Meagan's Walk and Hug. As our partner, your logo will be included on pledge forms, t-shirts and thousands of posters distributed throughout Toronto and our networks.

### 2 **Customize your marketing plan**

Your audiences, customers or clients have unique needs. We can help you build a joint marketing plan that will grow your brand and build your business.

### 3 **Engage your employees**

Companies with highly engaged workers out-perform those with unengaged employees by 54% in retention, 89% in customer satisfaction, and by 400% in revenue growth.

Jones, Gareth, and Rob Goffee. "Creating the Best Workplace on Earth." Harvard Business Review. May 2013. The Hay Group; Goffee and Jones, Harvard Business Review, 2013; Allegiance.com, Entrepreneur Magazine

### 4 **Expand your brand footprint onto MeagansWalk.com and within our online communities**

Have your logo featured on our website, which attracts approximately 60,000 unique visitors each year. You will also receive dedicated social media exposure to our 5,000+ followers.

### 5 **Grow your business with a widely recognized brand that achieves 12 million Canadian media impressions**

In 2019, Meagan's Walk received exposure to 12 million in earned media from top tier Canadian news outlets.

# SAMPLE PARTNER PACKAGES

The below represents a sample of partner packages. We would be pleased to develop a customized partnership plan that best suits your unique needs.

	Circle of Hope Visionary	Leader of Hope	Change Maker	Supporter
Investment level	\$60,000	\$25,000	\$15,000	\$5,000
Recognition as Presenting Partner (exclusive opportunity)	✓			
Stage naming rights at either start or finish of event	✓			
Event lounge naming rights or stage naming rights		✓		
Promotional activation station at Fort York	✓	✓		
Speaking opportunity at Meagan's Walk event	✓			
Opportunity for an approved cause marketing campaign	✓	✓		
Corporate bio on event press release and statement from spokesperson	✓			
Private tour of award-winning Brain Tumour Research Centre	✓	✓		
Hospitality and promotional opportunities at all Meagan's Walk events	✓			
Featured posts on Meagan's Walk social media channels	5	4	3	1
Logo on all Meagan's Walk & Hug promotional materials	✓	✓	✓	✓
Corporate logo on t-shirts, available to all participants	Largest	Regular	Regular	Regular
Opportunity for a joint social media campaign	✓	✓		
Facilitated employee engagement hug	✓	✓	✓	
Employee engagement presentation	Speaker: Denise Bebenek		Speaker: MW Representative	
Logo featured on digital screen at hospital	✓	✓	✓	✓
Logo recognition on MeagansWalk.com	All footers plus corporate partners page			Corporate partners page
Honourable mention by emcee at events	✓	✓	✓	✓
Recognition on Meagan's Walk office donor wall	✓	✓	✓	✓



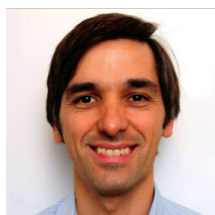
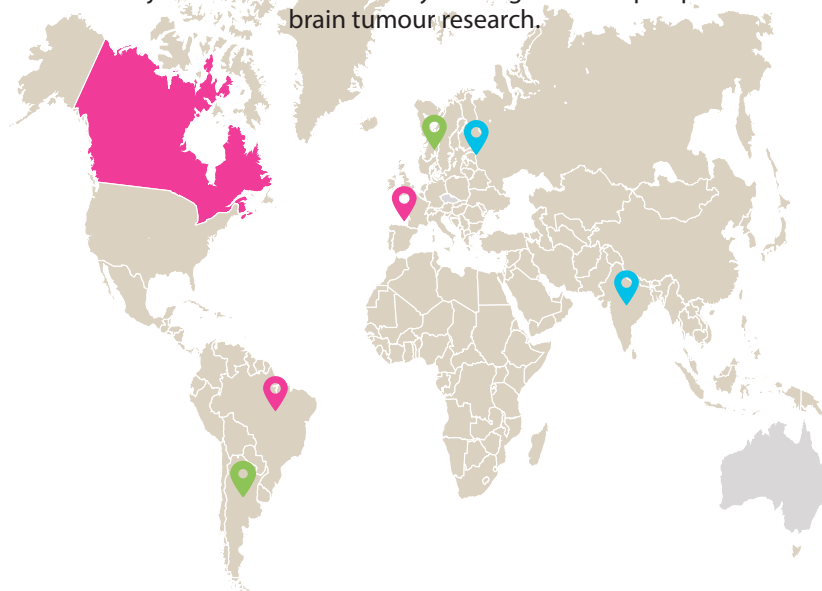
# HOW YOUR SUPPORT MAKES A DIFFERENCE

## GLOBAL IMPACT

WILL CONTINUE WITH YOUR SUPPORT

### MEAGAN'S WALK NEURO-ONCOLOGY FELLOWS

Each year, a clinical researcher in neuro-oncology is invited to join the BTRC team for a year long fellowship in paediatric brain tumour research.



Dr. Alvaro Lassaletta  
Spain - 2014/15



Dr. Michal Zapotocky  
Czech Republic - 2015/16



Dr. Christine Dahl  
Denmark - 2016/17



Dr. Liana Nobre  
Brazil - 2017/18



Dr. Lorena Baroni  
Argentina - 2018/19



Dr. Anirban Das  
India - 2019/20

## MEAGAN'S WALK IS PROUD TO FUND GROUND-BREAKING RESEARCH

*"Meagan's Walk has helped tremendously in the acquisition of cutting-edge critical equipment that is enhancing the landscape of discovery and recovery in brain tumour research."*

*Dr. James Rutka, Director, Brain Tumour Research Centre*



Digital droplet PCR

Allows detection of rare mutations within genes that are linked to causing brain tumours. Essentially allows researchers to find the "needle in the haystack".



Brain tumour bank

With parental consent, a sample of every tumour that is surgically removed is stored in liquid nitrogen in the tumour bank, allowing the accumulation of clinical data for neuro-oncology research.



EVOS microscopy system

This microscope equipment includes one system for light imaging, and a second system for fluorescent imaging, allowing rapid analysis of cells and tissues. It is indispensable and used by all researchers at the BTRC.





**\$5.7 MILLION**  
INVESTED IN RESEARCH SINCE 2001

**TOGETHER**  
**WE**  
*hug*





1



2



3

## KIDS HELPING KIDS

Be part of an organization that encourages kids to recognize the need to help others in their community

1 School Hug at Victoria Village. 2 Meagan's Walk Hero Jasper at the Crane Ceremony. 3 Student fundraising at her school. 4 Meagan's Walk Heroes on stage at Fort York. 5 Dr. Eric Bouffet and Meagan's Walk Hero Evie.



4



5

# THANK YOU

FOR YOUR INTEREST IN PARTNERING WITH MEAGAN'S WALK.

meaganswalk.com

Partnership Package | 7





## CONTACT

For more information about partnerships, please email:  
[info@meaganswalk.com](mailto:info@meaganswalk.com)

### VISIT US ONLINE:

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-  [Meagans Walk](#)
-  [Meagan's Walk: Creating a Circle of Hope](#)

We appreciate your interest in partnering with Meagan's Walk.  
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