



**Lead the way towards
a brighter future**



Ovarian Cancer Canada
Cancer de l'ovaire Canada



Walk for **hope.** Walk for **progress.**

**Survival rates for women with ovarian cancer
haven't changed in 50 years.**

You can help change this.



Women with ovarian cancer and their families deserve to benefit from treatment advances and higher survival rates seen in other cancers.

Ovarian Cancer Canada is the only registered Canadian charity solely dedicated to overcoming ovarian cancer. The organization aims to ensure that women with ovarian cancer and those at risk of the disease live fuller, better, longer lives.



The Ovarian Cancer Canada Walk of Hope: Sept 10

Founded in 2002, the Ovarian Cancer Canada Walk of Hope is the largest and most powerful event of its kind in the country. It is the only walk in Canada to direct all attention and fundraising towards helping women with ovarian cancer live fuller, better and longer lives.

+3,000 participants each year
+9,000 donors
\$1.4 million raised in 2022

The 2023 Walk is happening on Sunday, September 10 coast to coast. The Walk happens in local communities across the country and virtually.



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The **health and safety of our community** continues to be of **utmost importance to us**. This year, there are plenty of ways to get involved. **Participants can register to attend an in-person Walk** event in their community, or **register as a virtual participant**, walking a route of their own choosing.

We are reaching far and wide and are poised to reach even further. Our community includes:

- People diagnosed with ovarian cancer
- Friends and family, and caregivers
- Advocates for women's health causes
- Partners and patient organizations
- Government representatives and decision makers
- Corporate groups
- ... *and more.*

This year, your reach goes even further...



Reach your newest fans

The Ovarian Cancer Canada community is not bound by geographic borders. We're looking forward to raising the **teal** flag. By teaming up and supporting the Ovarian Cancer Canada Walk of Hope, together we will:

- **Build** positive relationships with women living with ovarian cancer, participants and sponsors;
- **Align** your company's charitable contributions with the only national charity dedicated to overcoming ovarian cancer;
- **Boost** your CSR amongst key stakeholders;
- **Increase** employee engagement;
- **Showcase** your leadership within your community

+3,500 event registrations
+20,500 social media followers
+12,800 email recipients
+52,000 website users

+ \$1.4 million raised

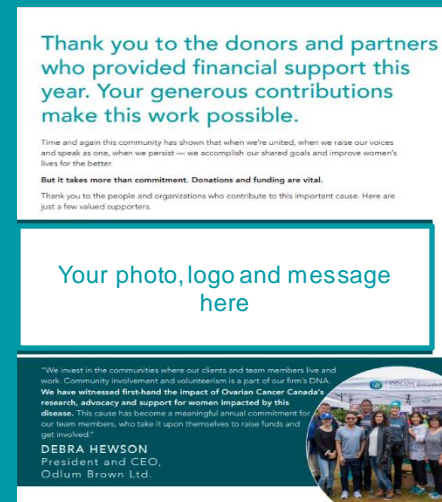
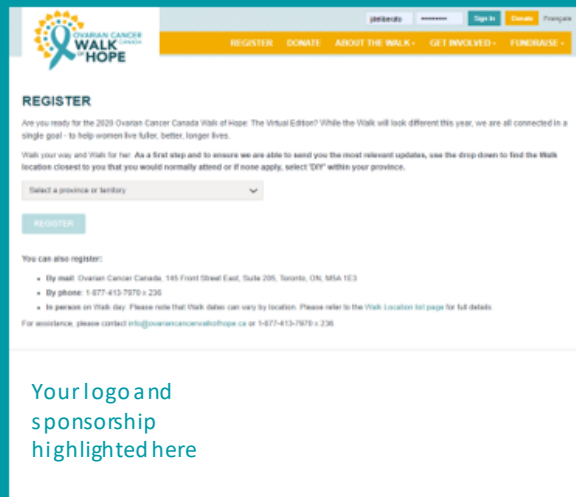


Building your impact: Activations

We will work with you to **reach the community, profile your impact** and **demonstrate your commitment** to this important cause.

Opportunities may include:

- Matching gift campaign
- Email recognition
- Social media profile
- Speaking opportunities
- Video engagement
- Website feature
- Product offering and distribution
- Title sponsor of events
- ...and more



Raise your teal flag and show your commitment to the cause!

Here's how:

Become a corporate sponsor: Align your company's charitable contributions with the only national charity dedicated to overcoming ovarian cancer. **Reach new audiences and increase your brand awareness amongst Walk participants, donors and community members.**

Register your corporate team: Demonstrate your commitment to the community and engage employees by registering a corporate team – there's strength in numbers and working to a collective goal. Reach your fundraising goal through staff led peer-to-peer fundraising, employee fundraisers, and gathering donations from within your networks. **Motivate your employees further by offering to match what they raise.**

Donate gifts in-kind: Give back by donating a good or service which can be used to incentivize participants of the Walk to raise money to help save lives.



Engage your team and boost morale!

Register a team(s) for the Ovarian Cancer Canada Walk of Hope
Sunday September 10, 2023 in provinces across the country

ovariancancerwalkofhope.ca

1 Recruit your team

- ❖ Office vs office or department vs department
- ❖ Rally together and join together as one
- ❖ Challenge your regional offices to the east or west
- ❖ Nominate team captain(s)

2 Register

- ❖ Work with **Ovarian Cancer Canada** to set your goal and put your corporate team agreement in place
- ❖ Your **Ovarian Cancer Canada** representative will assist with your team registration and set up your fundraising page

3 Fundraise

- ❖ The fundraising link can be sent to all team members to join and start raising funds
- ❖ Team captains will have access to the team participant centre to update messaging, thank donors, and much more!
- ❖ Exciting announcements on upcoming contests and ways to engage the community will be shared with team captains by email



Work with us!



Our sponsors are an important force in our mission. By supporting us, you will not only be expressing your support to thousands via digital and onsite channels, but you will also be aligning yourself with our programs. Most of our sponsors also form Walk teams and subsequently receive extra visibility by becoming high-fundraising teams.

We offer **multi-tiered sponsorships** giving your brand visibility in front of thousands of participants and their networks.

We also understand that every company's needs and budget are unique. That's why we are happy to **customize a sponsorship package** to fit your specific requirements. Whether you're looking for a small presence or a large-scale activation, we can work with you to create a package that aligns with your goals and budget. Let's discuss how we can tailor a sponsorship package to meet your specific needs.



SPONSORSHIP OPPORTUNITIES

**As a title sponsor, we will work with you to customize additional benefits aligned with your business goals. Contact us for more information.*

BENEFITS

Sponsor name included in the title of the walk

TITLE
SPONSOR



NATIONAL
SPONSOR

REGIONAL
SPONSOR

TEAL
SPONSOR

SUNFLOWER
SPONSOR

PRE-EVENT RECONITION

Press Release



Logo on all walk emails with option for company feature



Logo placement on homepage and all footers of event website



Logo with link on sponsor page



"Proud Sponsor" widget to add to your corporate webpage



Social media promotion

10 posts

2 posts



EVENT DAY RECONITION

Speaking opportunity on event day (Corporate spotlight)



10X10 tent provided at each location (nationally or regionally)



Logo on event signage



Closing ceremony recognition



POST-EVENT RECOGNITION

Recognition in thank you email to Walk participants and donors



The next step

Sponsoring the Walk is a demonstration of your organization's values. It shows that you are committed to action and want to make change a reality for those affected by this disease. This is an opportunity for your organization to gain visibility, build meaningful connections, and stand with other champions of the cause.

- ✓ We walk for the 3,000 Canadian women who will be diagnosed with ovarian cancer this year.
- ✓ We walk because outcomes for these women haven't changed in 50 years - and enough is enough!
- ✓ We walk because everyone deserves to live life to the fullest, regardless of where they live in Canada.
- ✓ We walk because this important women's health issue should not be ignored.

If you share our determination to make a difference, now is the time to act!

To get started, please contact

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