



SPONSORSHIP OPPORTUNITIES

WILL YOUR COMPANY JOIN OUR MISSION TO CREATE A WORLD OF POSSIBILITIES FOR KIDS WITH DISABILITIES?

Each March, the community comes together to unleash their inner superhero by putting on a cape and raising money to help kids move, speak, play and heal at Holland Bloorview Kids Rehabilitation Hospital. As Holland Bloorview's signature peer-to-peer fundraiser, Capes for Kids has raised over \$3,400,000 for critical hospital programming since its inception in 2017.

CAPES FOR KIDS PROVIDES SPONSORSHIP OPPORTUNITIES THAT ARE CO-CREATED TO BOTH BUILD A WORLD OF POSSIBILITIES AND HELP OUR PARTNERS REACH THEIR BUSINESS GOALS AT THE SAME TIME. CAPES FOR KIDS SPONSORSHIP CAN HELP YOU:

1

CONNECT WITH YOUR TARGET AUDIENCE

2

ENGAGE YOUR EMPLOYEES

3

PROVIDE DIRECT SUPPORT TO FRONT LINE
STAFF OR KIDS OF HOLLAND BLOORVIEW

4

ALIGN YOUR BRAND WITH A CHARITY THAT HAS IMPACT
ON KIDS WITH DISABILITY ACROSS THE PROVINCE AND
RESEARCH THAT REACHES ACROSS THE GLOBE

5

FIND A MEANINGFUL WAY TO BRING EQUITY,
DIVERSITY AND INCLUSION INTO THE WORKPLACE



WE ARE CONFIDENT THAT WE CAN FIND A
PERFECT OPPORTUNITY
FOR EACH OF OUR UNIQUE PARTNERS
TO BE ABLE TO CONNECT WITH OUR
CAPES FOR KIDS
PARTICIPANTS AND AUDIENCE
MEMBERS IN AN AUTHENTIC
AND MEANINGFUL WAY

SPONSORSHIP OPPORTUNITIES INCLUDE:

CUSTOMIZED SOCIAL MEDIA ACTIVATIONS

DONATION MATCHING TO ENGAGE WITH A
SPECIFIC AUDIENCE

CAPES FOR KIDS SIGNATURE EVENTS
SPONSORSHIP (EX. BUSINESS BREAKFAST
KICKOFF, FAMILY SCAVENGER HUNT)

PRODUCT HIGHLIGHTS OR SAMPLING

AND SO MUCH MORE!

**INTERESTED TO SEE WHAT WE CAN COME
UP WITH? EMAIL US WITH YOUR BUSINESS
GOALS AND BUDGET AND WE WILL GET
BACK TO YOU WITH A CUSTOMIZED
PROPOSAL.**

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