

CAVES
for kids

**JOIN FORCES
WITH US!**



2024

***SPONSORSHIP
OPPORTUNITIES***

MARCH 1-8, 2024

Holland Bloorview
Kids Rehabilitation Hospital

CAVES
for kids

PRESENTED BY



CAPEs for kids



CAPEs FOR KIDS WEEK - MARCH 1 - 8, 2024

Every March, the community unleashes their inner superhero by putting on a cape and raising money to help kids and youth with disabilities at Holland Bloorview. In its 8th year, Capes for Kids has raised over \$5,400,000 for critical hospital programs and services. Caped superheroes are creating an accessible, inclusive, equitable and stigma-free world for kids and youth with disabilities by wearing a cape to work, school, the grocery store, and everywhere they go!

\$1,100,000

raised for Capes for Kids

796

fundraisers

6000+

donors

41,000,000

media impressions

4,900,000

social media impressions

100%

of survey respondents are likely to participate again

2023 SNAPSHOT

SPONSORSHIP OPPORTUNITIES

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. Capes for Kids sponsorship can help you:

- Connect with your target audience
- Engage your employees and clients
- Align your brand with a charity that has impact on kids with disability across the province and research that reaches across the globe
- Find a meaningful way to bring Equity, Diversity and Inclusion into the workplace
- Share engaging content to highlight your company's support

AUDIENCE

- Holland Bloorview client families (current and alumni)
- Holland Bloorview staff, volunteers and board directors
- Ontario school and community groups
- Children and adults with disabilities and neurodifferences
- General public supporters and disability advocates

REACH

- 55,000+ HB social media followers
- 35,000+ E-mail subscribers
- 8,500 Avg. Clients annually
- 1,107 Holland Bloorview Staff
- 490 Holland Bloorview Volunteers
- 50+ Corporate teams

FACT: 93% of surveyed participants are more likely to buy a product or service from a company that supports Holland Bloorview!



ACTIVATION OPTIONS

PREMIUM ACTIVATIONS

1. INPATIENT CAPES SPONSOR

Logo on card with all capes given to inpatient clients. Includes card making volunteer opportunity.

2. EARLY BIRD SPONSOR

\$25 to the first 100 participants

3. EARLY BIRD PRIZE SPONSOR

Chance to win a prize for all participants registered by Feb 9th (prize supplied by sponsor)

4. LEADERBOARD SPONSOR

Logo on leaderboard at CapesforKids.ca and on Corporate Challenge Leaderboard on LinkedIn (includes tag in weekly LinkedIn video post)

5. CAPES WEEK EVENT SPONSOR

Choice of corporate event, staff event, inpatient event, third-party events

6. CO-CREATED SOCIAL MEDIA ACTIVATION

Interactive sponsored content like polls, quizzes, contests.

7. BRANDED INCENTIVE FOR PARTICIPANTS

Tag on item with company logo

8. CUSTOMIZED ACTIVATION

A customized co-created activation to suit your company's objectives



DONATION MATCHING

*For Captain sponsors and above (\$10,000+)

1. **FUNDRAISING SEGMENT:** HB Kids/Families, HB Staff, Schools, Corporate Groups
2. **1 DAY OR WEEKEND MATCH:** Match donations over a set period
3. **TEAM MATCH** – match \$1,000 per team on specific or 1st team to reach \$5,000
4. **KICKSTARTER** – Encourage \$0 fundraisers to get started
5. **OR A CUSTOMIZED MATCH** of your choice

ALL DONATION MATCHES WOULD BE INCLUDED IN YOUR SPONSORSHIP FEE, AT NO ADDITIONAL COST.

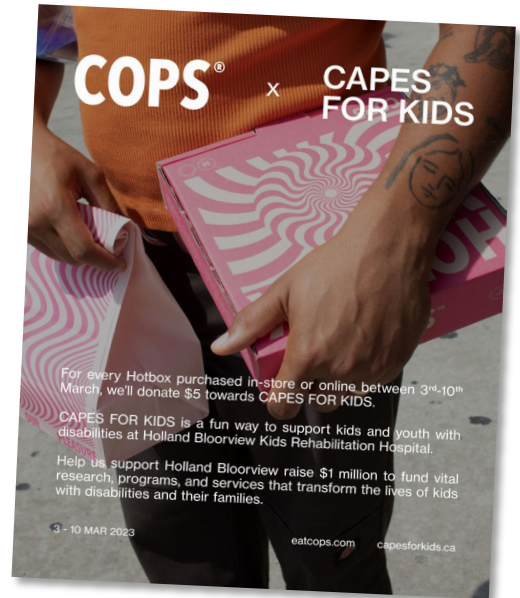
ADDITIONAL SPONSORSHIP OPTIONS

IN KIND SPONSOR

\$2,500 minimum value

By providing product or services that add value to Capes for Kids participants, your company can be recognized as an in-kind sponsor. Items must be approved by Holland Bloorview, and could include:

- Big ticket prizes – trips, tickets to live events
- Gift cards
- Fundraising Incentives for participants (toques, sweaters, etc.)
- Paid media and advertising (TV, Radio, Print Media)



CAUSE MARKETING PARTNER

\$2,500 minimum commitment

Did you know that 90% of consumers would switch to a brand for supporting a good cause? By becoming a cause-marketing partner of Capes for Kids, you can engage your clients/customers while helping your bottom line through additional promotion to our audience.

Ways to execute a cause marketing campaign:

- Donate a percentage of sales for 1 week or 1 day
- Donate proceeds from a specific product/service
- Collect donations or ask customers to round up at the checkout (online and in-store)
- Raffle off a product or service
- Donate tips or commissions for the week



CAPES FOR KIDS CORPORATE CHALLENGE

BRING YOUR OFFICE HEROES TOGETHER FOR AN INCREDIBLE CAUSE (+ SOME FUN!)

Included in your sponsorship is the opportunity to join the official Capes for Kids Corporate fundraising challenge! There are no fees or fundraising minimums for your company or employees.

WHAT'S INCLUDED

- Invitation to a **corporate event** during Capes for Kids Week
- Videos, photos, and artwork from an honorary **Kid Captain** to keep your team motivated and inspired
- A **gift card** to use for prizing or as an incentive to participate
- A **dedicated staff member** to assist your team with fundraising and office fundraising events
- Entry into the “**Corporate Challenge**” where leaders will be highlighted every week by our kid ambassadors on social media, and a chance to win a team prize



Capes for Kids is a great way to bring your team together and while bringing EDI to the workplace in a meaningful way! It's also free to participate!

BY BECOMING A SPONSOR FOR CAPES FOR KIDS, YOU ARE...



Supporting Research at Holland Bloorview

The Bloorview Research Institute is focused on enhancing care, developing assistive technologies, and evaluating barriers that restrict the inclusion of children with disabilities.



Helping our families

The Family Support Fund gives financial aid to families for special equipment like wheelchairs and walkers, transportation to and from the hospital, accommodations at the hospital's overnight suite, and medications.



Helping kids laugh

Using music and comedy, Therapeutic Clowns at Holland Bloorview help ease the pain, administering warmth and laughter to kids and families. They're a smile-cracking distraction during certain procedures and can make therapy fun.



Letting kids make music

Your gift will be used to purchase musical instruments like keyboards, violins and ukuleles, giving kids the chance to be social, artistic and creative as they express themselves through sound in our music therapy programs.



Letting kids paint, play and perform

The Spiral Garden helps kids' imaginations bloom. This popular outdoor art, garden and summer camp program lets kids explore self-expression and creativity as they transform into artists, sculptors, gardeners, puppeteers, storytellers and theatre performers.



Helping young adults be independent

The Independence Program (TIP) gives young adults with disabilities the chance to live away from home for three weeks. TIP workshops help them develop living skills like how to buy groceries, how to prepare meals, how to manage money, and how to safely take public transit.

We are confident that we can find a perfect customized opportunity for each of our unique partners to best suit your organization goals. **Let's chat!**

Julie Lafazanidis

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