

CAVES
for kids

TOGETHER WE
DARE



MARCH 6-13

2026

SPONSORSHIP OPPORTUNITIES

Holland Bloorview
Kids Rehabilitation Hospital

CAVES
for kids

PRESENTED BY



Capes for Kids is Holland Bloorview Kids Rehabilitation Hospital's signature annual fundraiser – and in 2026, we're celebrating 10 years of daring to make a difference.

Every March, people across the GTA and beyond dare to wear a cape, sparking conversations and raising vital funds for kids and youth with disabilities. Participants register for free, fundraise to reach their goal, and then proudly wear their cape everywhere they go during "Capes Week." From classrooms to boardrooms, from sidewalks to subway cars, capes show the world that together, we can dare to create a more inclusive and accessible future.

Over the past decade, Capes for Kids has raised more than \$7 million to fuel life-changing programs at Holland Bloorview. Capes for Kids is more than a fundraiser. It's a movement that dares people of all ages and abilities to come together, make an impact, and help kids with disabilities realize their limitless potential..



\$1.17M

funds raised

4790

unique
donors

798

participants

420,000

social media impressions
on #CapesForKids

72

media Hits:
↑28%

35 M

media
reach:
↑92%

2025 SNAPSHOT

SPONSORSHIP BENEFITS

Capes for Kids provides sponsorship opportunities that are co-created to help our partners reach their business goals while making an impact. 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

- 63,000+ HB social media followers
- 35,000+ E-mail subscribers
- 9,500 Clients annually
- 1,245 Holland Bloorview Staff
- 1000 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!



SPONSORSHIP OPPORTUNITIES

<i>Super Sponsor</i> \$5,000	<i>Captain Sponsor</i> \$10,000	<i>Daring Sponsor</i> \$15,000	<i>Hero Sponsor</i> \$25,000
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Logo recognition on CapesforKids.ca	X	X	X	X
Logo recognition in all marketing, participant, and donor emails	X	X	X	X
Mention in press release	X	X	X	X
Social media posts/tags on LinkedIn and other channels	X	X	X	X
Featured as “sponsor of the day” on online fundraising platform	X	X	X	X
Option to include a promotional item for all participants or specific audience	X	X	X	X
Option to apply a portion of your sponsorship to your team/employee fundraising page(s)	X	X	X	X
Social media assets to announce your sponsorship	X	X	X	X
Choice of any donation matching activation *see next page for options		X	X	X
Opportunity for a Holland Bloorview speaker (staff, client, or parent) to speak at your office		X	X	X
Choice of any premium activation or donation match *see next page for options			X	X
Hospital tour for up to 15 employees			X	X
Custom video from a Holland Bloorview ambassador to announce your sponsorship on social media				X
Opportunity to feature an employee as an official Capes for Kids Superhero on CapesforKids.ca				X
Red Capes	5	10	15	25

SEE NEXT PAGE FOR ACTIVATION AND DONATION MATCHING OPTIONS

ACTIVATION OPTIONS

PREMIUM ACTIVATIONS

**For Daring Sponsors and above
(\$15,000+)*

1. EARLY BIRD SPONSOR

\$25 donation to the first 100 participants

2. LEADERBOARD SPONSOR

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

3. CAPES WEEK EVENT SPONSOR

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

4. SELF-DONATION SPONSOR

Match all self donations upon participant registration

5. LINK SHARE SPONSOR

\$25 donation to participants who comment their link to a social post

5. 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:** Match donations for Kids and Families, Staff, Schools, or Corporate Groups
- 2. 1 DAY OR WEEKEND MATCH:** Match donations on a specific period
- 3. TEAM MATCH:** Match \$1,000 to the first 10 teams to raise \$1000 on a specific day
- 4. KICKSTARTER:** Encourage \$0 fundraisers to get started by matching their first donation

**ALL DONATION MATCHES ARE INCLUDED IN YOUR
SPONSORSHIP FEE, AT NO ADDITIONAL COST.**

SPONSORSHIP ADD-ON: HOOPS AND HEROES

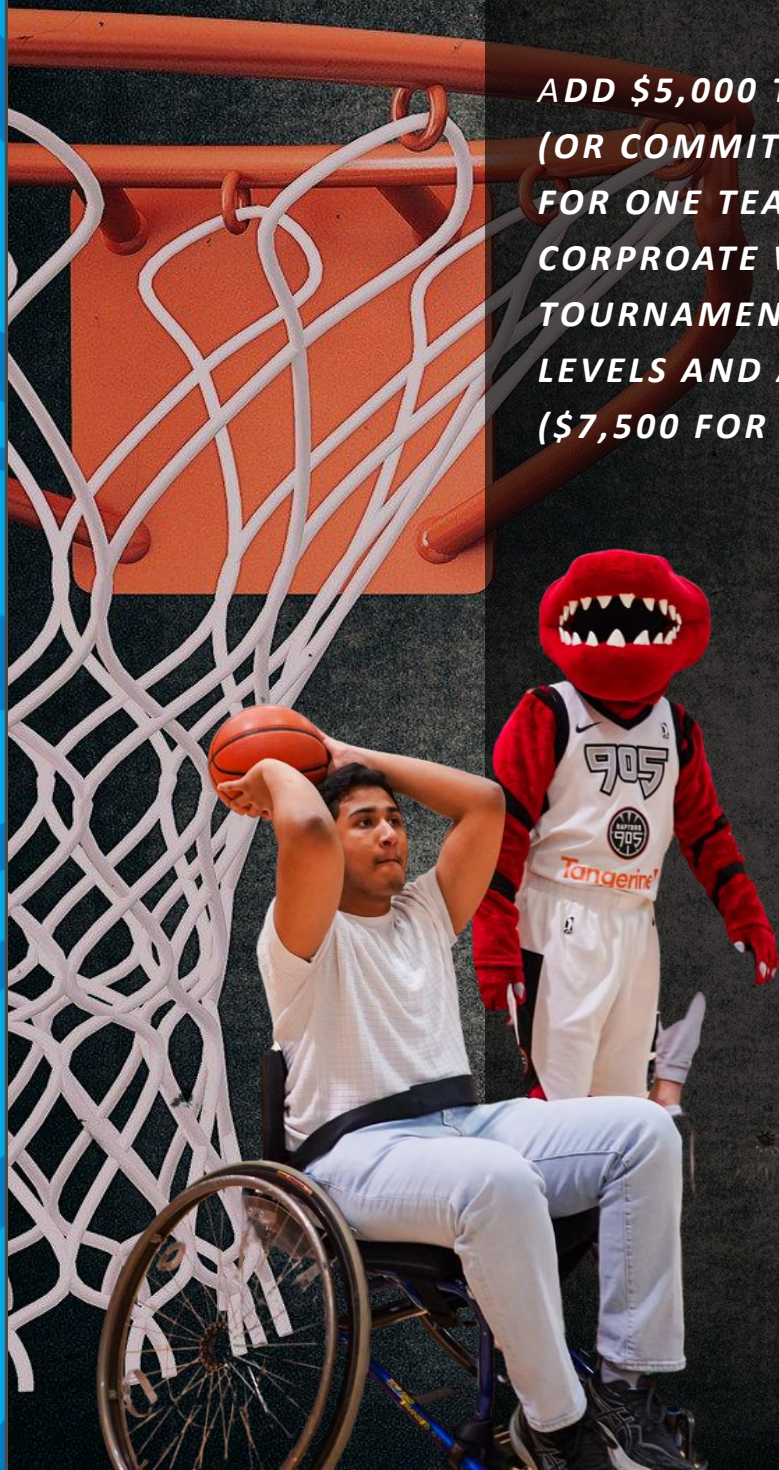
***ADD \$5,000 TO YOUR SPONSORSHIP
(OR COMMIT TO \$5000 FUNDRAISING)
FOR ONE TEAM ENTRY INTO OUR
CORPROATE WHEELCHAIR BASKETBALL
TOURNAMENT. ATHLETES OF ALL
LEVELS AND ABILITIES ARE WELCOME!
(\$7,500 FOR NON-SPONSORS)***

WEDNESDAY MARCH 4TH

***HOLLAND BLOORVIEW
KIDS REHABILITATION
HOSPITAL GYM***

1:30PM – 5:00PM

***INCLUDES:
FOOD & DRINK
CAPES
PRIZES
SPECIAL GUESTS
TOURS OF THE HOSPITAL***



CAPES FOR KIDS CORPORATE CHALLENGE

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

Capes for Kids is a great way to bring your team together and while bringing **Diversity and Inclusion** to the workplace in a meaningful way! Join the official Capes for Kids Corporate fundraising challenge! **There are no fees or fundraising minimums for your company or employees.**

WHAT'S INCLUDED

- Videos, photos, and artwork from an honorary **Kid Captain** to keep your team motivated and inspired
- Invitation to a **corporate networking event** during Capes for Kids Week
- A **welcome kit** to with materials, tips, and resources to get started
- 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



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

Senior Director, Partnerships

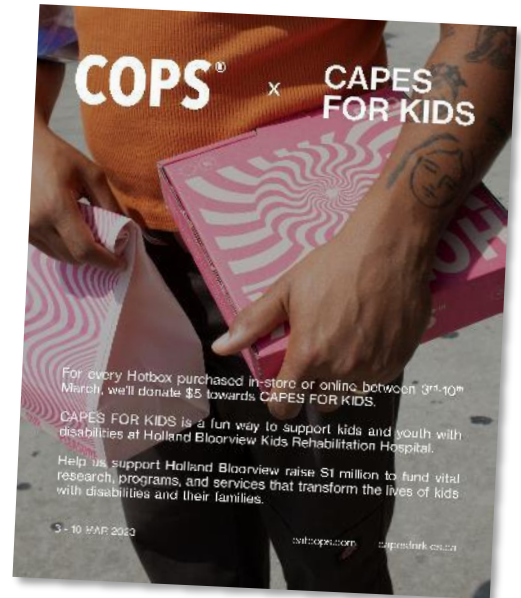
jlafazanidis@hollandbloorview.ca

ADDITIONAL OPTIONS

IN KIND PARTNER

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

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

