

2010



LEGACY 5K RUN/WALK

Sunday, April 25, 2010



What is the Legacy 5K Run/Walk?

Now in its 13th year, the Markham Stouffville Hospital **Legacy 5k Run/Walk** has raised close to \$1.5 million to date for patient care at Markham Stouffville Hospital. Strongly rooted in our communities and well supported by the local media, businesses and the Hospital, this exciting community event supports moms and babies at our Hospital, and brings our community together every year. It also provides schools with a great way to get involved with the community, teach children about giving back and promote physical education.

Thank you to all our 2009 sponsors & participants who helped raise **\$182,000** for our Hospital!

The Cause

Proceeds from the Legacy Run benefit patients in our Maternal/Child unit, which provides specialized care to mothers, newborn babies and paediatric patients through a family-centred interdisciplinary model of care.

Funds from this year's run will help us purchase neonatal intensive care beds to ensure more newborns receive access to intensive care close to home. Of the approximately 3,000 babies delivered at Markham Stouffville each year, about three per cent require admission to our special care nursery for critical care and special medical needs.

Our goal is to get new moms and babies home as soon as possible, to give our tiniest and most vulnerable patients a healthy and happy start to life.

The Future

Markham Stouffville Hospital will kick-off its new expansion to double the size of its existing facility in the fall of 2010. The new and improved Maternal Child Centre is designed to be on a dedicated secure-access floor, with 38 rooms for labour, delivery and post-partum care. The expanded facility will have 16 additional beds and will allow us to deliver 800 more babies each year to accommodate the growing population in our community.

Markham Stouffville Hospital is one of the few hospitals in Ontario with a single room maternity care model. Plans for the future further incorporate this model, in which mothers labour, birth, recover and receive post partum care in the same room. Single room care means less disruption and more privacy for mothers and families.

Working With Kids in the Community

Last year kids in our community raised close to \$80,000 in pledges through the School program. This is a great chance for schools to teach kids to become involved in the community, promote physical activity and support their Hospital!

Highlights / Overview

Over **3,000** participants, from marathon runners to school children and their families

Close to **30** schools raised almost **\$80,000** in pledges last year, to total just under **\$450,000** to date

Over **10** schools raised more than **\$2,000** each last year

Over **30** community sponsors partner to make the event possible

Markham Stouffville Hospital Expansion

Shovel in the ground in **2010**

Grand opening **2014**

Triple the size of the ER and Ambulatory Clinics and **double** Diagnostic Imaging

Over **100** new beds

Eight new operating rooms

New programs, clinics, state-of-the-art equipment and more capacity to serve our community!



Sponsorship opportunities
are available

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Sponsorship Opportunities

Benefits of Sponsorship include:

- Corporate logo on all Event shirts (3,000)
- Corporate logo on Event marketing materials
- Recognition in the Markham Economist & Sun / Stouffville-Tribune (circulation 75,000)
- Corporate logo and link on event website
- Corporate name on event day signage
- Opportunity to display Corporate banners on event day
- Opportunity to host promotional/product booth at event
- Opportunity to supply product/promotional item in all race kits (2,500)

Marketing Exposure:

- Markham Economist & Sun/Stouffville-Tribune, circulation, 75,000
- Rogers TV and Rogers TV Local Notes — 500,000 viewers
- 80 local schools
- Running Free
- Website and partner websites
 - > www.legacy5k.ca
 - > www.msh.on.ca
 - > www.runningfree.com

Platinum Sponsor

\$10,000

Three Opportunities Available

- Benefits of Sponsorship as listed above
- Premiere ad with company photo in the Markham Economist & Sun/Stouffville Tribune
- Corporate Logo on street banners in Markham and Unionville
- On-stage presence, event day
- Includes 3 complimentary corporate teams

Gold Sponsor

\$5,000

- Benefits of Sponsorship as listed above
- Corporate logo on street banners in Markham and Unionville
- Opportunity for corporate photo in Markham Economist & Sun/Stouffville Tribune, circulation, 75,000
- Two complimentary corporate teams included with sponsorship

Silver Sponsorship

\$2,500

- Benefits of Sponsorship as listed above
- One complimentary corporate team included with sponsorship

Bronze Sponsor

\$1,500

- Benefits of Sponsorship as listed above

For more information please contact Allan Bell at 905 472 7395 / abell@msh.on.ca

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Sponsor and Supplier Opportunities

Race Route Sponsor \$500

- Corporate logo listed on event website
- Signage with company name placed along the run route
- Listing in the post-event thank you ad, Markham Economist & Sun/Stouffville Sun-Tribune (circulation 75,000)

On Site Service Provider \$500

Open to local suppliers who wish to donate time and expertise to participants during event i.e. massage therapists, chiropractors, yoga instructors

- Company name included in a Thank You Ad in the Markham Economist & Sun/Stouffville Sun-Tribune (circulation 75,000)
- Opportunity to include sample item in race kit bags
- Opportunity to have onsite at race venue
- Opportunity to display corporate banner/signage at event
- Recognition in event day signage

Product, Prize and Race Kit Sponsor

Suppliers are crucial to the success of our event and we welcome your contribution of supplies, prizes and/or race kit items.

For your contribution, you will receive:

- Company name included in a Thank You Ad in the Markham Economist & Sun/Stouffville Sun-Tribune (circulation 75,000)
- Opportunity to include sample item in race kit bags
- Company name listed on event website
- Recognition on event day signage



TEAM CHALLENGE

Get in the spirit!

Train with co-workers to run, challenge company departments and other corporations to raise pledges!

Have Fun and Run together on Sunday, April 25, 2010

Your team can win great prizes but your hospital is the big winner!

TEAM REGISTRATION FEE: \$225

Go the 'extra km' and raise pledges!

Registration fees will be waived for Teams submitting \$500 or more in pledges received by Friday, April 16, 2010

A TEAM consists of 5 members.

Each team member will receive a technical, long sleeved shirt with event logo

Fabulous Team prizes will be awarded to:

- TOP Pledge Collecting Team
- Fastest Team (your team time is the total of all 5 members' race times)

For Team Registration information please visit

www.legacy5k.ca

or call Refton Blair at 416.996.0029

**All Sponsors are appreciated
THANK YOU for your support!**

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MARKHAM
STOUFFVILLE
HOSPITAL
MSH FOUNDATION

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Thank you to our 2009 Sponsors!

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