



# Butterfly Run Ottawa

## Virtual Event - Weekend of October 10, 2021

*Being a bereaved parent is a path no one should walk alone*

Supporting Ottawa and area families who have experienced infertility, a loss during pregnancy or the loss of an infant.

## Sponsorship Opportunities

### Platinum - Title Event Sponsor

- Identified as event sponsor on website, social media, and promotional media materials.
- Logo included on the back of race day t-shirt in prominent exclusive location of your choosing (across shoulders or on sleeve).
- Social Media speaking opportunity to officially open event Saturday morning (pre recorded).
- Social Media marketing event in the week leading up to the event to introduce our community to their brand, their team and their services and what ties them to our event (pre recorded).
- Inclusion in virtual Thank You board on the website, social media shoutout leading up to event, product and promotional material in swag bag.
- Six complimentary race entries.

### Gold - 5 km Run or 5 km Walk Banner Sponsor

- Identified as banner sponsor on website, social media and promotional media materials.
- Logo included on the back of race day t-shirt (Exclusive location. Only 2 medium logos spaces available on back of t-shirt).
- Social Media takeover (pre recorded) to close out each event day and to introduce your team/company on either Saturday or Sunday afternoon (5km walk Saturday, 5km run Sunday).
- Inclusion in virtual Thank You board on the website, social media shoutout leading up to event, product in swag bag, promotional materials in swag back (free trial coupons etc).
- Four complimentary race entries.

### Silver - Community Ally Sponsor

- Identified as sponsor on website, social media, and promotional media materials.
- Name included on the back of race day t-shirt.
- Inclusion in virtual Thank You board on the website, social media shout out, product in swag bag.
- Two complimentary race entries.

### Bronze - Community Supporters

- Social Media shoutout leading up to the event, sponsorship recognition on Race Day banner virtually hosted on our website, product in swag bag.

Please respond to Juliet MacLeod, Sponsorship Director - [sponsorship.butterflyrunottawa@gmail.com](mailto:sponsorship.butterflyrunottawa@gmail.com)  
For more information about the run visit: [www.butterflyrunottawa.ca](http://www.butterflyrunottawa.ca)

\*Tax receipts available upon request\*

