

Huron House Boys' Home Run/Walk/Bike Details and Sponsorship Opportunities



Why Sponsor?

Since 1970, Huron House Boys' Home has served Sarnia-Lambton as a safe, structured live-in environment for adolescent boys with complex needs. We are licensed as an accredited children's mental health centre and our caring professionals work together to develop and implement programs to enable our residents to make positive changes in their lives. We provide recreation, art, and therapeutic programming in addition to counselling and other supports for both our residents and their families.

Sponsoring demonstrates a commitment to youth mental health in the community and ensures Huron House can continue offering impactful programming, counselling and other support to our residents. Huron House usually has around 10-12 residents but only receives funding from the government for six; we rely on generous community members and organizations for the funds needed to meet the rest of our financial needs.

Having sponsors that offset the expenses associated with running events means that all the dollars donated by our participants can go straight to supporting Huron House. Funds raised from the event go to the Huron House Boys' Home Foundation, which in turn uses them to cover everything from operating expenses to therapeutic programs to the day to day needs of food, clothing and school supplies.

Sponsorships can be in the form of a cash and/or in-kind contributions. In-kind sponsor recognition will be determined on a case-by-case basis depending on the value of the item/services provided. All sponsors will be showcased at every opportunity, recognizing their commitment and investment in the future of Huron House Boys' Home.

Huron House Annual Father's Day **Run/Walk/Bike**



Sunday June 16th

Mike Weir Park

Reviving the Legacy: 37 Years of Huron House Strength,
Community, and Compassion

Run/Walk/Skate/Bike has been a community mainstay on Father's Day for more than 30 years. It includes various competitive and non-competitive distances from 5k-10k, and a free Kids Adventure Course. The day also includes a pancake and sausage breakfast. Participants are encouraged to collect donations and pledges to support Huron House as a component of their participation.

Your support will be recognized by the over 500 participants plus the family and friends that come to cheer them on (around 1,000 people in total). In addition, your sponsorship will be visible in local media coverage, social media promotion, the event webpage, electronic communications to supporters, and posters put up around the community prior to the event.

If you are unable to consider a cash sponsorship, we are always seeking items to use as prizes for our winners and to encourage participant fundraising on our behalf.

Sponsorship Level	Title Sponsor	Major Sponsor	Event Sponsor	Gift Sponsor
Areas available for sponsorship	N/A	Breakfast, Volunteer, 10k run, 5k run	5k walk, 7k skate/bike, Kids Adventure Course	Water stop
Amount of investment	\$10,000+	\$3,000-\$9,999	\$1,000-\$2,999	\$250-\$999
Logo incorporated into the event title and used on all promotional materials and banners displayed throughout the event site	✓			
First right of refusal for title sponsorship in 2024	✓			
Opportunity for sponsor representative to bring greetings to race participants	✓			
Logo included in all promotional emails sent following confirmation of sponsorship	✓	✓		
Opportunity to provide promotional material to be given to each participant	✓	✓		
Acknowledgement in print and radio media coverage prior to, during, and after the event	✓	✓		
Logo on inflatable start/finish line	✓	✓	✓	
Complementary event registrations included	4	2	1	
Logo featured on all t-shirts given to participants and volunteers (approx. 1,000) *	✓	✓	✓	
Company name/logo featured on event posters**	✓	✓	✓	
Thanked on Huron House social media accounts	✓	✓	✓	✓
Name/logo displayed on Huron House website and Race Roster online registration page	✓	✓	✓	✓
Sponsor banner displayed at the event (supplied by sponsor)	✓	✓	✓	✓
Acknowledgement by the MC at the event	✓	✓	✓	✓