



7TH ANNUAL OTTAWA FLAME OF HOPE GOLF TOURNAMENT

JUNE 24, 2024.

12:00 P.M. SHOTGUN

**MANDERLEY ON THE GREEN GOLF COURSE
OTTAWA, ON**

Opportunity

The Ottawa Flame of Hope offers unique partnership levels and exceptional promotion opportunities.

● Brand Exposure

Build brand awareness by being recognized as one of our sponsors on Diabetes Canada's social media platforms. Gain exposure and recognition on event day in all signage and marketing materials.

● Network

Network with over 200 industry partners and other businesses. Build new clientele and collaborate with different business partners.

● Give Back To The Community

Show that you care and have been contributing back to the community. Build a remarkable reputation for your business.



LIFELONG IMPACT FOR KIDS WITH TYPE 1 DIABETES

Type 1 diabetes introduces children, youth, and families to a new reality, one that can make some kids feel different from their friends. A diagnosis also brings with it a whole new set of skills to learn, including testing blood glucose (sugar) levels, priming needles for injection, and counting the daily intake of carbs. Many young people often find themselves being the only person at their school or in their community with diabetes and it can be challenging to accept a diagnosis.

D-Camps are medically supervised summer camps for kids living with type 1 diabetes that foster inclusion and create a sense of belonging for campers. The goal of D-Camps is to foster an atmosphere of inclusivity where campers gain a new level of independence in managing their type 1 diabetes and feel empowered to continue using the healthy practices they learn.

Diabetes Canada provides subsidies each year to ensure all children with type 1 diabetes can attend camp regardless of financial circumstances.

Your support will help us reach our goal of raising \$100,000 to help send children for your community to D-Camps.

"D-Camp makes me feel like I'm not the only one with diabetes and that even though I have diabetes, I can do anything."

D-Camper

D-Camps is where kids like Emma learn to inject their own insulin for the first time, a pivotal milestone for learning to live an independent life with type 1 diabetes.



PRESENTING SPONSOR

\$5,000 SPONSORSHIP

\$5,000 DONATION

YOUR RECOGNITION

PRE-EVENT

- Flame of Hope Presented by COMPANY NAME on ALL marketing material with predominant signage
- Logo on all participant emails
- Logo on website
- 2 regional social media engagements

AT EVENT

- 3 foursomes to play in tournament
- Recognized as 'thank you gift' sponsor
- Toronto - recognized on silent auction/raffle website
- Hole Sign
- 2 full page advertisement in prime location of event program

POST EVENT

- Thank you email
- Impact report

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$5,000 letter of donation acknowledgement

GOLF SHOT SPONSOR

\$3,750 SPONSORSHIP
\$3,750 DONATION

YOUR RECOGNITION

PRE-EVENT

- Logo on select participant emails
- Logo on website
- 2 regional social media engagements

AT EVENT

- 2 foursomes to play in tournament
- A 1/2 page advertisement in prime location of event program

UNIQUE ACTIVATION AT HOLE

- Your team with a DC rep will host a unique activation with ALL golfers:
- Set up for the day on a beautiful hole you will host your own "Golf Shot" Photobooth where each foursome will take a photo.
- All photos will be uploaded to Diabetes Canada social media with a cobranded frame. Golfers will be incentivized to like, follow and share your organization and Diabetes Canada organization.
- The team that has the most likes to their share will win a prize valued at over \$500 dollars. These media pics will be shared throughout the event

POST EVENT

- Thank you email
- Impact report

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$3,7500 letter of donation acknowledgement

Diabetes.ca

**DIABETES
CANADA**

**FLAME
OF HOPE** 

MEAL SPONSOR

\$2,500 SPONSORSHIP

\$2,500 DONATION

PRE-EVENT

- Logo on select participant emails
- Logo on website
- Regional social media engagement

EVENT

- Recognition as lunch sponsor
- A 1/2 page advertisement in event program
- 2 foursomes to play in tournament
- Logo on thank you participant email
- Custom Impact Report

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$2,500 letter of donation acknowledgement

REGISTRATION SPONSOR

\$1,500 SPONSORSHIP

\$1,500 DONATION

PRE-EVENT

- Logo on select participant emails
- Logo on website
- Logo on select regional social media engagement

AT EVENT

- Co-branded registration and activity passports for participants, staff engagement opportunity.
- A 1/4 page advertisement in event program
- 1 foursomes to play in tournament

POST EVENT

- Regional social media thank you post and Impact report

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$1,500 letter of donation acknowledgement

GOLF CART SPONSOR

\$1,500 SPONSORSHIP

\$1,500 DONATION

PRE-EVENT

- Logo on select participant emails
- Logo on website
- Logo on select regional social media engagement

AT EVENT

- Co Branded cart swag bag and recognition as Cart Sponsor
- A 1/4 page advertisement in event program
- 1 foursomes to play in tournament

POST EVENT

- Regional social media thank you post and Impact report

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$1,500 letter of donation acknowledgement

ON COURSE ACTIVITY SPONSOR

\$1,000 SPONSORSHIP

\$1,000 DONATION

AT EVENT

- 1 foursomes to play in tournament
- A 1/4 page advertisement in prime location of event program

ACTIVATION AT HOLE

- On Course Activity with signage
- An organic way to interact with ALL participants and network to display your organizations commitment to the cause and their community
- Activity Examples: Toss the Old Bag, Happy Gilmour, Drink Sample x 2 or 3, Donut Wall, Food Station Sample

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$1,000 letter of donation acknowledgement

PLAYER GIFT SPONSOR

\$750 SPONSORSHIP

\$750 DONATION

AT EVENT

- Logo on player gift
- A 1/4 page advertisement in event program
- 1 foursomes to play in tournament

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$750 letter of donation acknowledgement

FOURSOME

\$500 SPONSORSHIP

\$500 DONATION

AT EVENT

- Hole sign on course
- 1 foursomes to play in tournament

DONATION TO SUPPORT KIDS IN ATTENDING OUR D-CAMPS PROGRAMS

- \$500 letter of donation acknowledgement

ACTIVITY SPONSORS



ON-COURSE ACTIVITY

**\$1,000
SPONSORSHIP**

AT EVENT

- On Course Activity with signage
- An organic way to interact with ALL participants and network to display your organizations commitment to the cause and their community
- 1/4 page advertisement

SILENT AUCTION SPONSOR

**\$1,000
SPONSORSHIP**

AT EVENT

- Recognition at silent auction tables
- Hole sign on course
- Clickable logo in virtual program sent out to all participants
- Social Media recognition

PUTTING GREEN SPONSOR

**\$1,000
SPONSORSHIP**

AT EVENT

- Recognition for unique activation on putting green for each foursome to engage and interact with
- Hole sign on course
- Clickable logo in virtual program sent out to all participants
- Social Media recognition



**DIABETES
CANADA**

**FLAME
OF HOPE** 

**For more information, to make a donation or to
sponsor, please contact:
Tawnia.Butler@diabetes.ca**