

Target Audience Alignment and Engagement Opportunities



Assets	National Champion \$20,000+	Sponsor \$5000-\$19,999	Community Partner \$0-\$4999	Media Sponsor (Signature Walks only)
	<i>Corporate</i>	<i>Corporate</i>	<i>Corporate, Media (cash donation, in-kind products/services)</i>	<i>Media</i>
Market(s)	Signature Walks: Toronto, Calgary, Saskatoon, Ottawa, Burlington/Oakville, Winnipeg, Vancouver, Halifax, Montreal, Regina, Edmonton, Kitchener/Waterloo And all Community Walks	Signature Walk in sponsor's province of choice, as well as Community Walks in that province	One Walk location	Signature Walk (1 per Sponsor)
Branding	Use of the Walk logo nationally. Cobranding opportunities such as contests and social media campaigns	Use of the Walk logo. Cobranding opportunities such as contests and social media campaigns		Use of the Walk logo in applicable city
PR	Featured in national Press Release			
E-communications	Sponsor corporate logo included in all Walk eblasts			
Website	Logo on Walk website (ovariancancerwalkofhope.ca) and national Ovarian Cancer Canada website (ovariancanada.org)	Corporate logo on applicable Walk webpages	\$1000+ cash or in-kind services: Corporate name on local Walk webpage	Corporate logo on local Walk webpage
Social Media	Promotion on all social media (Facebook, Twitter)	Promotion on social media where applicable	Promotion to be determined*	Promotion to be determined *
Speaking	Speaking opportunity at podium at Signature Walks	Speaking opportunity at podium at Signature Walk		
Onsite Recognition	Logo on Sponsor Board at Signature, Community Walks	Logo on Sponsor Board	Corporate name written on Sponsor board	Logo on Sponsor Board
Walk Day	Opportunity to activate onsite at any/all Walk location(s)	Opportunity to activate onsite	Opportunity to activate* Activations may include product sampling, signage, live music, TV coverage.	Opportunity to activate* Activations may include Emcee opportunities, Radio and TV coverage, signage.

*Activations to be coordinated with local Walk Co-Chair

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