



SPONSOR OPPORTUNITIES



18th ANNUAL HAIR MASSACURE

February 21, 2020 - West Edmonton Mall

Contact: Nicole Fehr . Children's Wish Foundation . (587) 881-0062 . nicole.fehr@childrenswish.ca

#THISHOWWEFIGHT



THE DETAILS

February 21, 2020
10 am to 8 pm
West Edmonton Mall
Mayfield Toyota Ice Palace



THE HISTORY



On September 6, 2000 the MacDonald family learned that their youngest member - Kali would be fighting for her life while they watched helplessly. Cancer not only assaults the patient, it assaults the family. This would be the first day of a most difficult journey ahead and would lead to the genesis of Hair Massacure. Today, Kali is doing great and attends the University of Alberta. Her Mom, Tammy and her Dad, Gord are still as committed as ever to supporting cancer research, particularly in children, and seeing for themselves that Wishes Work Wonders.

THE EVENT

When life hands you lemons, you make lemonade. In honour of Kali's favourite colour, the family made pink lemon-aid instead, and invited a community to join them. At the core of Hair Massacure is the campaign to raise funds to support childhood cancer research and wish granting for children facing life-threatening illnesses. In



solidarity with the children who often lose their hair due to cancer treatment, the act of pinking hair and shaving it off is a meaningful gesture of support.

From humble beginnings, Hair Massacure has evolved over the years with the addition of the MC College Hair Pinking Event, live entertainment, Hair Donations to 360 Hair, and the creation of the official Kali Bear mascot. Now in its 18th year, Hair Massacure has raised over \$12 million for children with cancer and life-threatening illnesses. It is one of THE largest head shave events in the world with the record being 1,000 head shaves in one day!



THE HAIR MASSACURE COMMUNITY

To date, this grass roots event is entirely supported by the people, drawing every age and all walks of life into its circle. Over 400 volunteers and 30 schools support this event with the help of continuing partnerships with many hair salons and all Rona stores across Alberta. Together with all of the volunteers, participants and supporters, Hair Massacure has created a family oriented event.

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THE SPONSORSHIP OPPORTUNITIES

With a huge following and a high level of awareness of Hair Massacure, the exposure we can offer for your support is unparalleled. Our major sponsorship opportunities feature exclusive experiences, custom recognition and a high profile place in the community.

Hair Massacure continues to operate on a skinny budget with the highest respect for each donor dollar. Our team is striving for success on limited resources. Sponsorship not only supports cancer research and wish granting, it helps cover event expenses.

We are happy to customize promotional recognition to suit the individual sponsor's needs. All sponsorship levels include social media mentions, inclusion on signage and some collateral materials.



GREATEST IMPACT SPONSOR

\$50,000

Be the champion of the participants that sacrifice their hair. Your company will be recognized for its tremendous support for childhood cancer research and wish granting.



WARRIOR'S HEART SPONSOR

\$25,000

By providing funds for event essentials, your company will be recognized as helping make the day magical.



#THISISHOWWEFIGHT SPONSOR

\$15,000

Your company's contributions will offset our operational costs ensuring maximum funding will go back to cancer research and wish granting.



HELPING HAND

\$10,000

Gratefully we receive donations of goods and services and your sponsorship will augment those in-kind donations to maximize their potential.



APPRECIATION SPONSOR

\$5,000

There are many volunteers and supporters that help create Hair Massacure. Your company can help by providing the appreciation gifts.



GIFT IN KIND

Any Value

Gratefully we accept donations of goods and services. Be part of Hair Massacure and let the community get to know you.

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GREATEST IMPACT SPONSOR

\$50,000



With the benefits below, your company will be recognized in the community as a major supporter of the fight against childhood cancer and wish granting.

- Video interview with sponsor (4 minutes).
- Video to be featured on the HM sponsorship page (under cash level of sponsorship) with a short, two sentence description of the sponsor's involvement with a logo link to their website.
- Short capture of cheque presentation on stage, verbal thank you and mention of the level of sponsorship by one of the founding family members.
- YouTube upload with mention of the sponsor.
- On stage cheque presentation with opportunity to speak (3 minutes).
- Invitation to help shave.
- Invitation to mass Pink-off at MC College.
- Post event celebration dinner with Chef Jonathan and MacDonald family members.
- Presence on the Hair Massacure website including recognition from the family with link to the sponsor's website.
- Most prominent mention on 5 signage placements.
- Donation amount recognized on select collateral materials.
- Minimum of 6 social media mentions , 3 prior to event and 3 after the event (including the video).
- Logo placement and thank you on wrap up thank you video.



We are happy to customize promotional recognition. All sponsorship levels include social media mentions, inclusion on signage and some collateral materials.

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WARRIOR'S HEART SPONSOR \$25,000



- Video interview with sponsor (3 minutes).
- Video to be featured on the HM sponsorship page (under cash level of sponsorship) with a short two sentence description about their involvement with a link from their logo back to their website.
- Short capture of cheque presentation on stage, verbal thank you and mention of their level of sponsorship by one of the Founding family members.
- Cheque presentation on stage.
- Invitation to special advance event hosted at MC College.
- Invitation to help shave.
- Event page link to their website.
- 3 signage placements at the event.
- Minimum of 2 social media hits prior to event and 2 after (including video).
- Logo placement and thank you on wrap up thank you video.



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#THISISHOWWEFIGHT SPONSOR

\$15,000



- Mentioned as a \$25,000 sponsor.
- Name listed on sponsor signage at event with donation amount.
- 2 signage placements highly visible at the event.
- Name / logo on website.
- Thank you from the family with link to their website.
- Logo placement and thank you on wrap up thank you video.

HELPING HAND SPONSOR

\$10,000



- Listed as a \$10,000 sponsor on signage at event.
- Logo on website with link to their website.
- 2 signage placements at the event.

APPRECIATION SPONSOR

\$5,000



- Website acknowledgement on Sponsorship page.
- Opportunity to have branding association with one of the following:
 - * Volunteer Appreciation
 - * Donor Appreciation
 - * Photography Sponsor
 - * Communications Sponsor

GIFT IN KIND



- Social Media Mention
- Signage at Event Mention

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IN SUPPORT OF



THE BENEFICIARIES



Children's Wish Foundation of Canada is the largest and only all-Canadian wish granting charity dedicated to granting wishes to Canadian children between the ages of 3 and 17 who are diagnosed with a life-threatening illness. For more than 30 years, Children's Wish has worked tirelessly to grant heartfelt wishes to over 25,000 children and their families – that's three wishes each and every day, all year long!

Children's Wish has chapter offices and professional staff in every province, and each wish family is assigned a dedicated Wish Coordinator who is able to personally and carefully structure each heartfelt wish experience to meet the particular needs of the child and their family. Travel wishes include all siblings 21 years and under living in the same household, and families travel worry-free thanks to exclusive Blue Cross insurance.

Our newly expanded reach, which includes children diagnosed with a serious neurological or genetic illness, means continued strong wish referral support through our medical community. Wish referrals continue to increase year over year, and we are proud to maintain our 'no waiting list' policy, thanks to our generous donors.



For the first time in Canadian history, more than 30 pediatric cancer research and funding organizations have joined forces through Terry Fox PROFYLE, a pan-Canadian project to give children, adolescents and young adults who are out of conventional treatment options another chance to beat their cancer.

Short for **PR**ecision **O**ncology **F**or **Y**oung **peo**LE, the Terry Fox Research Institute (TFRI) and these research partners are working together under to molecularly profile the tumours of these patients, no matter where they live in Canada.

Molecular profiling is a set of emerging biological tests that looks at an individual's cancer tumour, studying its genetic characteristics and any unique biomarkers. The information gathered will help to identify and create therapies designed to target a specific cancer tumour profile so patients can enjoy a better quality of life and live longer. Alberta's researchers are key to this program. For children in Alberta with hard-to-treat cancers TF PROFYLE provides access to a network of Canada's pediatric researchers and clinicians, giving them new hope.

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THE BENEFICIARIES

The Journey of a Wish Child and her Family – Maddie Cooper

The Child

Maddie is not your average 3-year-old girl. She loves Elmo, Peppa Pig and dinosaurs, but her favourite thing to do is swing at the park and blow bubbles. She is a social butterfly and can lighten any room.



Maddie was first diagnosed with Neurofibromatosis type 1 (NF1) at six months old. NF1 is a genetic disorder that can affect multiple systems of the body. A year and a half later, during a routine eye exam, her optometrist discovered bi-lateral optic gliomas. At just 2 years-old, Maddie was diagnosed with cancer and began seventy weeks of chemotherapy. The tumor on her left eye has caused her to lose 90 per cent of her eyesight and colour vision.

Maddie's condition has effected her entire family. "When Maddie was diagnosed our world changed," says her mom, Meghan. "No one tells you how expensive having a child with cancer is." Due to the financial strain, Maddie and her family moved from a four bedroom home to a two bedroom apartment. Meghan suffers from MS and the stress of the situation caused her condition worsen. She was forced to go on long term disability while her husband takes on as many hours as he can. Maddie's older brother now struggles with his mental health.

Despite the severity of her condition, Maddie remains outgoing as ever. During treatment, once the nurse has inserted her IVAD she will give them a tiny thumbs up and say 'good job!'. Once the session is over, she cannot leave without saying goodbye and giving each of the nurses and staff a big high five!

For Maddie's wish, she would like an RV so that she can spend the summer with her Nana and Papa on the lake. With Maddie's NF1 diagnosis and being in treatment, she is not able to travel too far from home. "It is very likely that she will be in treatment on and off for a long time. NF1 comes with a lot of different complications and disorders that can occur," says Meghan, 'we want to be able to make as many memories with Maddie while we can, to as many places as we can.'

Thanks to communities like yours, The Children's Wish Foundation continues to grant over one thousand heartfelt wishes every year. Wishes work wonders and provide children like Maddie with something to look forward to while facing their greatest hurdles.

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