**LAO Virtual Fundraiser 2020**

**Challenge: Lymphedema**

**Strive for Compassion**

The Lymphedema Association of Ontario (LAO) is pleased to announce its Lymphedema Virtual Fundraising Campaign, which will take place online from September 14th to October 13th, 2020.

Lymphedema is for life and it cannot be cured, but it can be managed. Here are the statistics for its prevalence across Canada and Ontario. The numbers are shockingly high for this little-known and misunderstood condition. There are over 1 million people in Canada and over 400,000 in Ontario that have Lymphedema. It can be caused by cancer treatment, and no funding is provided by the healthcare system for treatment or education about this disfiguring and often debilitating condition.

The LAO does not receive Government funding or grants, it is run by volunteers with minimal administration and bookkeeping assistance. As a small organization, we rely on partners like you to help bring lymphedema resources, education, and awareness to the public and medical community in Ontario. All funds raised will go towards providing support through our Info-Line to patients and their families, webinars to raise awareness and educate, and the Compassion Fund, which is being launched as a “pilot” in September 2020 to provide financial assistance for the intensive treatment required to manage Lymphedema.

**Our administration costs are less than 10% for every dollar raised.**

* Attached is the **Sponsorship** package with options to optimize your participation and maximize your exposure. **Should you be interested, please submit the attached contract and payment by September 1. We will be including sponsor logos on all our online media as soon as payment is received.**

If you have any questions or matters to discuss, or any comments, I encourage you to contact me as soon as possible at [President@Lymphontario](mailto:President@Lymphontario.ca).ca or at 416-592-0255. Together we can make a difference in the lives of people living with lymphedema.

Regards,



Dolores Steinwall

President of The Lymphedema Association of Ontario

**2020 LAO LYMPHEDEMA VIRTUAL CHALLENGE ACTIVITIES**

**Team leaders for Virtual Event 2020: Toronto, Peterborough, Scarborough, Pickering, Windsor, Chatham-Kent, Ottawa, Burlington, Markham, Simcoe**

**Date, Time and Location Details**

|  |  |
| --- | --- |
| September 14 to October 13, across Ontario | Visit our website and social media for daily events with all of our participants |

**Marketing and Advertising**

The Marketing and Communications plan for online communications networking includes:

## WEBSITE:

We reach thousands of people every month with this vital resource! Your logo would be front and center of our site for the duration of the Campaign.

As the main source for event information, the LAO website will be the place for all participants to find everything about the event, sponsors, activities, agenda, and more. Registration will be processed solely online—all participants will need to navigate through this marketing tool to sign up for the event.

## provincial e-newsletter:

Follow-up articles of this event, including a thank-you to our sponsors, will be published on our website and in our e-newsletter, which reaches hundreds of our members.

We are also offering exclusively, Ads to our Corporate sponsors to be featured in at an added cost!

Event announcements and regular updates will be sent out through our e-newsletter, including general information, latest news, key dates, and a thanks to all our sponsors.

## social networking:

Through Facebook, Instagram and Google we will be able to pass on links and key facts about our event to an already well-established network of lymphedema supporters and advocates across the province. We make tens of thousands of unique impressions made each month!

**Help make this year’s event a successful event**

You can assist in increasing awareness of this event by including information and links in your company’s marketing activities. Consider putting the event logo and link to our website on your organization’s homepage, or attaching e-poster and brochures to emails to your customers. We will be producing a range of marketing resources that you can easily include in your own promotional activities. Email us for more information on available marketing materials at admin@lymphontario.ca.

**2020 LAO LYMPHEDEMA VIRTUAL CAMPAIGN Sponsorship Opportunities**

**As of August 1st 2020 approximately 350 Members receive our E-Newsletters and over 72% read it within a day of its arrival.**

**A nearly three to one ratio of Patients to Therapist Members give you as a sponsor an ideal mix of consumer audience reach.**

**The LAO has hundreds of unique views each month on its main website, and thousands of likes and follows on our social media platforms.**

**Since we commenced the LAO Webinars in February 2020, they have been attended by hundreds of our Ontario members and non members from across Canada. An average close to 60 viewers per event. We promote the webinars to thousands of potential viewers; their content is typically one hour or less in length.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **LEVEL** | **BENEFITS** | | | | |
| Pay scaled visual recognition in all event program and registration materials | Visual recognition in *Lymphedema Matters and all social media outlets and websites.* | Verbally acknowledged during event | Webinars | Ongoing presence on our website until August 2021 |
| **PLATINUM**  $1000 | ✓ | ✓ | ✓ | 4/year | ✓ |
| **GOLD**  $750 | ✓ | ✓ | ✓ | 3/year | ✓ |
| **SILVER**  $500 | ✓ | ✓ | ✓ | 2/year |  |
| **BRONZE**  **$250** | ✓ | ✓ | ✓ |  |  |

***Note:*** *Benefits may be tailored to suit your corporate goals. We will be glad to discuss alternate benefits if required. In order to ensure inclusion in all applicable promotional materials, sponsors must supply logo artwork in an appropriate format and meet the deadline of September 1, 2020.*

**SWAG and Promotional Items**

Even if you are unable to sponsor our event this year, please consider donating swag and any promotional items or donations in kind for us to give to our event participants. We are anticipating 100 participants. We may use these items during the year at other promotional events as well.

Simply email [Admin@lymphontario.ca](mailto:Admin@lymphontario.ca) to discuss

**2020 LAO LYMPHEDEMA VIRTUAL EVENT Sponsorship Contract**

|  |  |
| --- | --- |
| **CONTACT INFORMATION** | |
| Company Name | |
| Contact Name and Title | |
| Address | |
| City Prov/State Postal Code | |
| Telephone | |
| Email | |
|  |  |
| **SPONSORSHIP PACKAGE**  **(payment deadline September 1, 2020)** |  Platinum $1000 Gold $750  Silver $500  Bronze 250 |
|  |  |

**Payment Options**

 Cheque payable to *Lymphedema Association of Ontario*  Visa  Mastercard American Express

Credit card # Exp Date /

Name on Card: Signature: Date:

**Payment terms**

All payments must be received in **Canadian funds** by cheque or credit card, and in advance of confirmation. Contracts cannot be cancelled after payment has been received – and no refunds or credits will be provided.

**Email a scanned copy of this contract signed to admin@lymphontario.ca**