



SUNDAY
JUNE 23



PRESENTED BY **mattamyHOMES**

Walk, Run or Roll in 2024!





ABOUT THE DARLING HOME FOR KIDS



The Darling Home for Kids was Ontario's first paediatric hospice, and is the only provider of a continuum of services for families who are raising a medically complex child. Located in Milton on 77 acres on the Niagara Escarpment, we exist to fulfill a critical gap between hospital and home through our Hospice Palliative, Respite and Residential programs, providing families with the vital support they need to meet the demands of caring for a child with significant medical needs. Since opening our doors in 2004, we have provided over 655,000 hours of service.



RESPITE CARE

In our Respite Program, we provide care in a safe home-like environment with highly qualified staff, giving parents a much-needed break. While at the Home, children benefit from a variety of therapeutic programs and activities. They are given the opportunity to play and thrive in an environment that is specifically designed with their unique needs in mind.

HOSPICE PALLIATIVE CARE

We provide comprehensive support for children and families living with a life-limiting or life-threatening illness. From respite to end-of-life, our Hospice Palliative program offers a continuity of compassionate care to ensure that every child is given the chance to be supported. Whether it's a much-needed break for families, a peaceful transition to home, or support through the end-of-life process, our team provides the highest quality care every step of the way.

RESIDENTIAL CARE

Whether a child stays with us for a month or for years, we provide a warm space and an enriching environment for kids who, because of their significant medical needs, can't receive care at home. Loved ones can visit their children and participate in meetings and appointments to help guide their care.

THERE IS NO US WITHOUT YOU

We rely on the generosity of our community, and friends like you, to help keep our doors open for families who need us. **Thank You!**





ABOUT

WHEELS PRESENTED BY MATTAMY HOMES

Since 2011, Wheels has helped to raise over **\$1.35 million** for programming and capital projects at DHK.

We are thrilled to unveil an exciting new chapter for Wheels as we move the event to the stunning Kelso Conservation Area. We are not only bringing our beloved cycling event to this picturesque setting, but we're also adding **brand-new route options** to the **25km, 50km & 100km** offerings, inviting participants to run, ride, or walk for DHK and support the medically complex children and their families that we serve. Participants will be supported throughout the route with rest stops and refreshments, and celebrated at the finish line as we come together for a post-ride lunch.

As the population of medically complex children rises in Ontario year over year, so does the demand for our services. When you support Wheels, you help us move one step closer to our goal of a world where no child is too complex to receive the love, care and support they deserve.



Where Your Dollars Go:

Past projects have included:

- Building of a wheelchair accessible playground
- A tranquil therapeutic sculpture garden
- Cedar-lined clubhouse
- Renovations to a respite bedroom
- Expansion of administrative space
- Purchase and installation of a new Rhapsody bathtub and hygiene chair
- Purchase of a wheelchair accessible van
- Hydrotherapy program
- Multi-sensory therapy program
- Pet therapy program
- Family support program



Participants enjoying a post-ride massage courtesy of the Canadian Memorial Chiropractic College



GOLD SPONSOR - \$5,000

Opportunities Available:

- Lunch
- Volunteer
- Photography
- DHK Rest Stop

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- **Logo, with link**, on The Darling Home for Kids website
- **Logo, with link**, on fundraising website
- **Logo recognition on event e-blasts**
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Logo recognition in sponsor specific area
- Logo placement on media advertising promoting the event, as applicable
- **Logo on start/finish line inflatable archway, with priority placement**
- **Full page** colour ad in electronic Rider's Manual
- Logo placement on multimedia presentation during lunch
- **Eight (8)** complimentary registrations to participate in the event
- **Eight (8)** additional invitations to the post-ride lunch
- Opportunity to include promotional items/samples/materials in Rider Kits



Celebrating together after the ride

Corporate Social Responsibility

- Opportunity to engage a team of up to **six (6)** employees to volunteer at the event
- Opportunity to have one representative sit on our volunteer event planning committee

*Size and location of logo recognition on posters, advertisements and signage will be based on the sponsorship level. Recognition opportunities may be subject to content and print deadlines.





SILVER SPONSOR - \$2,500

Opportunities Available:

- Breakfast
- Entertainment
- Cyclist Lounge
- Registration
- Family Route sponsor - **NEW!**



Live entertainment during lunch

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- Logo on The Darling Home for Kids website
- Logo placement on fundraising website
- **Logo recognition on event e-blasts**
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Logo recognition in sponsor specific area
- Logo placement on media advertising promoting the event, as applicable
- **Logo on start/finish line inflatable archway**
- **Half-page** colour ad in electronic Rider's Manual
- Logo placement on multimedia presentation during lunch
- **Four (4)** complimentary registrations to participate in the event
- **Four (4)** additional invitations to the post-ride lunch
- Opportunity to include promotional items/samples/materials in Rider Kits

Corporate Social Responsibility

- Opportunity to engage a team of up to **four (4)** employees to volunteer at the event
- Opportunity to have one representative sit on our volunteer event planning committee





BRONZE SPONSOR - \$1,500

Opportunities Available:

- Nutrition
- Pace Vehicles
- Hydration
- Bike Corral

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- Logo on The Darling Home for Kids website
- Logo placement on fundraising website
- Company name listed on event e-blasts
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Logo recognition in sponsor specific area
- **Quarter-page** colour ad in Rider's Manual
- Logo placement on multimedia presentation during lunch
- **Two (2)** complimentary registrations to participate in the event
- **Two (2)** additional invitations to the post-ride lunch

Corporate Social Responsibility

- Opportunity to have one representative sit on our volunteer event planning committee



Snacks to fuel participants!



MILE MARKER SPONSORSHIPS

Two options available to sponsor the event and receive corporate recognition along each of our routes.

Logo Marker (\$1,000)

- Logo recognition on signage along all routes*
- Logo listed in the Rider's Manual
- 100% tax receipt

Text Marker (\$500)

- Company name recognition on signage along one (1) route
- Company name listed in the Rider's Manual
- 100% tax receipt



*Size and location of logo recognition on posters, advertisements and signage will be based on the sponsorship level. Recognition opportunities may be subject to content and print deadlines.



JOIN US TODAY!



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Charitable Registration No.
88852 4840 RR0001

With your help, we will provide each child with the best care possible. They have beaten the odds to survive. Together, we can help them make the most of each day they have.

CONTACT US

The Darling Home for Kids can create a customized recognition strategy that meets your marketing objectives, promoting your brand, products and services.

With your support, we will be one step closer to our vision of a world where no child is too complex to receive the love, care, and support they deserve.

Nicole Walker

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The Darling Home for Kids

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