


WALK FOR THE AGES

September 19, 2021
Canada's Wonderland



**A WALK FOR
THE AGES**
In Support of

Baycrest



No matter your age, **A Walk for the Ages** is where families, friends and companies can come together to fundraise for a future where every older adult enjoys a life of purpose, inspiration and fulfilment.

This inaugural event will bring generations together, challenging each other to fundraise and walk 2.5 or 5 km at one of the most exhilarating collection of rides and coasters in a North American theme park, **Canada's Wonderland**.

DEMOGRAPHICS: TARGET PARTICIPANTS

Gen X and Y



Average Household Income:
\$93,000



Highest Education Level
University Degree



Have children living at home
Live in a 5 + person household



Own or lease
Toyota / Lexus
Honda
Buick/Cadillac/
Chevrolet/GMC



Restaurants Frequented
Tim Hortons
McDonalds
A&W



Occupation Category
Management



Household Expenditures
Clothing
Recreation
Transportation



Traditional Media
Television
Internet
Magazine



Social Media
Facebook
YouTube
LinkedIn
Instagram

OUR COMMUNITY










Baycrest is fortunate to have some of Canada's most affluent philanthropists supporting its global-leading initiatives in brain health and aging.

Our top 10 donor families comprise individuals spanning many generations working in many industries. This group's cumulative giving is over \$121M, showing tremendous philanthropic power. As a sponsor, your brand will be highly visible to this community, providing you with unique exposure to a high net worth group of individuals.

Our event participants receive donations from nearly 10,000 donors annually, totaling close to \$3 million for Baycrest.

DONORS

Donors to our events are primarily made up of the following Environics categories:

	The A-List	Downtown Verve	Mature & Secure	Eat, Pray, Love
	<i>Very wealthy cosmopolitan families and couples. This segment represents 0.74% of Canada's population and 0.6% of households.</i>	<i>Younger and middle-aged upscale city dwellers. This segment represents 1.2% of Canada's population and 1.21% of households.</i>	<i>Older and mature upscale city dwellers. This segment represents 1.84% of Canada's population and 1.55% of households.</i>	<i>Younger, well-educated urban singles. This segment represents 1.67% of Canada's population and 2.6% of households.</i>
	Own home Older families & empty nests	Own and rent School-aged families	Own home Older families & empty nests	Own and rent Very young singles & couples
	Household income: \$545,511 Net worth: \$4.8M	Household income: \$170,830 Net worth: \$1.2M	Household income: \$165,530 Net worth: \$1.5M	Household income: \$124,418 Net worth: \$839,750
	University	University	University	University
	Occupation: White collar	Occupation: White collar	Occupation: White collar	Occupation: White collar
	Formal restaurants	Japanese restaurants	Italian restaurants	Online food delivery services
	Drive new luxury SUVs	Drive imported compact SUVs	Plan to spend \$40,000 on a vehicle	Subcompact vehicles
	Shop at Holt Renfrew	Shop at Banana Republic	Shop at Hudson's Bay	Shop at natural / health food stores. Purchase cosmetics / skin care products online
	Read Report on Business magazine	Read ads on subway platforms	Watch TV Golf	Watch CP24
	Play tennis	Take fitness classes	Attend ballet/opera/symphony performances	Frequent bars/pubs

CASE STUDY: TESLA



Scotiabank Pro-Am for Alzheimer's

Objective

- Data Capture & Lead Collection
- Consumer Education
- Brand Awareness

Challenge: Zero logo placement on signage, as per Tesla's corporate policy

The Verdict

- 600+** Event Participants
- 350+** Leads Collected
- 17** In-Store Test Drives
- 36.2 M** Media Impressions
- 2** Full Conversions

Activation Plan

Event Activation

- Vehicle integration in to Winter Warm Up Shiny at [Nathan Phillips Square](#)
- Vehicle Demonstration at Pro-Am Draft Party
- On-site test drives at the Tournament
- Children's mini Tesla Radio Flyer test drives at Family Day

Prizing

- Win 2 Tesla Radio Flyers (mini vehicle)
- Win a Tesla Overnight for the Top 20 Fundraisers
- Win a Tesla for the Weekend for the Top fundraiser



BAYCREST EVENT PARTNERSHIPS

Scotiabank

Yorkdale

yogen früz

FABRICLAND



TESLA

HONDA



Tim Hortons

ReDev Properties

SLATE



ROCKPORT
Life. Lived better.

Goldhar
shed the debt



TRUE

PROTECTIVE KNIT
by AK



Indigo



Hush.



OUTFRONT

BRANDED
CITIES

NATIONAL POST
FINANCIAL POST



LA BICICLETTA.com
Purveyors of Awesomeness.



flow
alkaline spring water

EXPOSURE

Sponsors will receive exposure in the following ways:

Advertising

During the lead up to the Walk, select sponsors receive visibility in print ads and logo placement in outdoor marketing

Special Events

Sponsors have the opportunity to attend all special events – pre and post Walk.

Brand Activation

Activate your brand in a dedicated, interactive space at the event with exclusive access to participants for new customer acquisition.

Social Media

Baycrest has a reach of 20+ million across all social media platforms and 35,000 followers. Sponsors receive visibility through dynamic social media posts and engagement.

Press Releases

Press releases and media advisories sent to national, regional & local outlets include corporate acknowledgment of all sponsors.

Email Promotions

Select sponsors are given access to our participants and donors through sponsor highlight emails sent from Baycrest. Sponsors may also receive mentions in other Baycrest email newsletters that are sent to over 20,000 individuals.

Hosting and Hospitality

Invite your clients to a fun filled day at Canada's Wonderland while giving back to the community.

<div>Sponsorship Benefits</div> <div>The below chart is customizable to meet your brand's exposure, activation and business development needs.</div>	INVESTMENT	\$150,000	\$50,000	\$25,000	\$15,000	\$10,000	\$2,500	In-Kind
	TIER	Presenting Sponsor	Official Partner	Silver	Purple	Blue	Booth	Supporter
Industry Exclusivity		✓	✓					
Use of Presenting Sponsor name in all verbiage , advertising, PR & partner marketing		✓						
First Right of Refusal		✓						
Letter in Participant Welcome Package		✓	✓					
Speaking Opportunity		3	1					
Lunch & Learn experience with a leading Baycrest Researcher		✓	✓					
Booth in Participant Area		3	2	1	1	1	1	
Custom Branding Opportunities		✓	✓					
One-Time Email Marketing		4	2	1				
Corporate Team		50 people	25 people	10 people	10 people			
Additional Canada's Wonderland Day Passes		50	25	10	10			
Dedicated Social Media Posts		10	6	3	2	1		
Mention in Press Releases		✓	✓	✓	✓			
Logo on Event Signage		✓	✓	✓	✓	✓	✓	✓
Logo on OOH Advertising		✓	✓	✓	✓	✓		
Logo on Collateral (posters, fundraising tools, etc)		✓	✓	✓	✓			
Logo on Website		Prominent location. 3:1 sizing	Prominent location. 2:1 sizing	✓	✓	✓	✓	✓
Branded swag bag item (e.g. t-shirt, etc.)		✓	✓	✓	✓	✓	✓	✓

THE CAUSE

Today, there are over half a million Canadians living with dementia, with 25,000 new cases diagnosed every year.

By 2021, the number of seniors is projected to exceed the number of children aged 14 and younger for the first time ever

- In 2018, approximately one in four Canadians aged 15 and older (or 7.8 million people) provided care to a family member or friend with a long-term health condition, a physical or mental disability, or problems related to aging
- 1.1 million Canadians are affected directly or indirectly by dementia
- \$10.4 billion = the annual cost to Canadians of caring for people with dementia; this expense is projected to double by 2031



THE IMPACT

The local community created Baycrest more than 100 years ago. Through innovative thinking and a strong vision, **we are now among the few academic health science organizations *in the world* dedicated to research, education and care of older adults.**

Funds raised from **A Walk for the Ages** will go towards Baycrest's most urgent needs in support of our quest to defeat dementia while ensuring Baycrest continues to be a world leader in ongoing care, research, education and innovation in the field of brain health and aging.

Together, we can help older adults everywhere live their best lives.

To learn more, *visit baycrest.org*

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