



RUN FOR CANADA
COURONS POUR LE CANADA



Canada Day July 1, 2005

Sponsorship Opportunity

**Connect With Canadians Across
Canada, On Canada Day**

- Help raise funds for local charities, nation-wide
- Align with a national event promoting healthy, active lifestyles
- Associate your brand with Canada's original brand: Hbc — a world-class corporation since 1670





Running with a Successful Event

Join us for year two of the Hbc Run For Canada, as we build on the success of the 2004 inaugural event. In 2005, we're offering: brand exposure in more markets; access to more consumer participants; and the chance to share in raising even more money, for more local charities across the country.

The 2005 Hbc Run For Canada will include a 1K Kids Run, to compliment the existing 10K run and 3K Family Walk.

Align Your Brand With a National Consumer Passion: Canada!

Hbc Run For Canada offers brands instant access to the one day event Canadian consumer audiences look forward to every year — Canada Day.

Under the aegis of The Hbc Foundation — which last year alone distributed over \$11 million dollars to registered charities nationally — and backed by a solid network of more than 500 stores and 70,000 employees from coast-to-coast, Hbc Run For Canada represents a terrific and unique national sponsorship opportunity.

The Rundown
























Hbc Run For Canada is expected to draw over 40,000 participants, supporters and families in the following markets:

- Halifax, Nova Scotia
- Ottawa, Ontario
(In partnership with National Capital Commission's day-long Canada Day programming)
- Toronto, Ontario
- Algonquin Park, Ontario
(The Voyageur Run: A cross-country running experience through a world famous park.)
- Winnipeg, Manitoba
- Calgary, Alberta
- Victoria, British Columbia



My Canada. My Day. My Run.

Sponsorship Packages

MEDIA	National Sponsor	Local Sponsor	Supplier Sponsor	Corporate Partner
Placement in estimated \$2.5 million(tbc) national media campaign advertising	Prominent - National	Logo ID - Local		
Rotating inventory of radio and television sponsorship :05 commercial tags				
Logo inclusion in event promotion page within Living Spree and WHERE Magazines				
Inclusion in all media events/ press conferences National	National	Local		
ON-SITE				
Opportunity to sample/demo on-site at Canada Day events		Local Market (1)		
Opportunity to include materials to participants as part of official event kit		Local Market (1)	Local Market (1)	
Customized area ownership				
Volunteer shirt sponsor				
Water Station sponsorship				
Post Run food area sponsorship				
Individual Corporate "____ Sponsor of Hbc Run For Canada" Banner	10 per event	4		
On-course and directional signage				
On-site thank you sponsor signage	National	Local Market	Local Market	
ON-LINE				
Website clickthru and feature title area				
E-Newsletter feature				
MISCELLANEOUS				
Inclusion in all Hbc retail POS promoting event				
Prize pool contest partnership (participate in national contest marketing and contribute to prizing)	National	Local Level		
Category exclusivity				
Corporate team entry (5 runner entries, Custom shirts, Inclusion on thank you web page, tax receipt, Deluxe gift runners kit)				
SPONSOR COMMITMENT	\$50,000	\$15,000	\$5,000 (or in-kind)	\$2,500



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