

SPONSORSHIP OPPORTUNITIES



MUSKOKA MOTOR RALLY

BENEFITTING



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Start your engines and join us for the Muskoka Motor Rally on

July 30th, 2022!

Muskoka Motor Rally is a unique, thrilling and exciting driving event that offers drivers the opportunity to support two leading institutions in healthcare to change the course of the COVID-19 pandemic and beyond. The clue-based rally experience will end with a cocktail reception, a silent auction and world-renowned guest speakers from our Medical Institutions.

Proceeds from this event will benefit the Emergency
Medicine Departments at:
UHN Foundation
&

South Muskoka Memorial Hospital, SMHF

Ladies and Gentlemen, The Rally is almost here.

See you at the start line of the 2022 Muskoka Motor Rally!



THE CAUSE: EMERGENCY MEDICINE



A growing city and a global pandemic is straining Ontario's emergency departments like never before.

The COVID-19 global pandemic continues to impact our local communities. Emergency Departments (ED) remain the first point of contact for many patients, increasing the strain on ED resources. Since the onset of the virus, healthcare teams have quickly adapted their approaches and responses to patient care. Hospitals have implemented physical distancing and contact precautions, but as a result, emergency care spaces have been reduced by over 40%. Emergency Department space is directly linked to the healthcare industry's ability to respond to this pandemic.

Emergency Medicine at UHN

Toronto General Hospital is ranked the number four hospital in the world, positioning TGH as a leader in healthcare to alter the course of the COVID-19 pandemic. TGH's emergency team comprises 90-plus physicians, nurse practitioners and physician assistants, and over 200 nurses across two sites. TGH is a provincial and national referral centre and patients visit here from across Canada for the specialized care. TGH needs an Emergency Department to reflect that. Funds from this event will contribute to the Emergency Department's expansion in building a state-of-the-art Rapid Assessment Centre. This new centre will improve the patient experience, being designed as a pandemic-ready and surge space to increase capacity.

"Before the pandemic, space was severely limited, and now, overcrowding is no longer an option. This expansion project will set up our patients and staff for improved safety for years to come."

- Dr. Sam Sabbah, Medical Director, Emergency Medicine, UHN

Emergency Medicine at SMHF

South Muskoka Memorial Hospital has one of the busiest emergency departments in cottage country, seeing more than 22,000 patients a year. Those patient visits spike in the summertime, with approximately 25% of annual visits occurring in July and August alone. The COVID-19 pandemic has presented new challenges and equipment needs for the hospital in order to ensure the safety of all patients and health care staff. This year, the South Muskoka Hospital Foundation will invest over \$1.5 million in new equipment for our hospital. Proceeds raised from this event will help fund 2 new ECG machines, a negative pressure system for the trauma room, an intubation cart, an anesthesia machine and a bladder scanner. The Emergency Department is the corner stone of our greatest needs and through the support of our generous donors, SMHF can continue to ensure that the highest level of healthcare is available to our community.





TGH's ED was designed for 20,000 patients, but currently cares for 55,000+



Patients in the ED are expected to increase 18,000+ over the next 5 years



Rapid Assessment Centre (RAC)
Expansion project allowing for 4.5x more ambulatory space for patients, incl. enclosed space for viral containment and negative pressure rooms



22,000 ED patients each year

23%

Of patient visits take place during July & August



One of the busiest hospitals in cottage country



SPONSORSHIP OPPORTUNITIES

Sponsoring the Muskoka Motor Rally for Emergency shows your customers and clients that you care about a cause that is important to them: the health and well-being of their community.

A sponsorship will also elevate your brand to the donor community while providing you and your team the satisfaction of supporting a meaningful cause.

Sponsors will receive a wide range of exclusive benefits, as detailed on the next page.

Your sponsorship is an investment in the future of every member of our community. Join us.

<p>PRESENTING SPONSOR</p> <p>SOLD OUT</p>	<p>HEAT 1</p> <p>\$15,000+</p> <p>+\$5,000 <i>for Rally Stop Sponsorship*</i></p>	<p>HEAT 2</p> <p>\$7,500+</p> <p>+\$5,000 <i>for Rally Stop Sponsorship*</i></p>	<p>HEAT 3</p> <p>\$2,500-\$7,500</p> <p>+\$5,000 <i>for Rally Stop Sponsorship*</i></p>
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**Rally Stop Sponsorship details on next page*

GIFT IN KIND

Support Ontario Emergency Departments by helping us provide the best experience. Gift In Kind donations allow our participants try your amazing products! or donate to our silent auction!



RALLY STOP SPONSORSHIP (8 AVAILABLE)

Interested in getting more involved?

Become a Rally Stop Sponsor by adding \$5K to any Heat Sponsorships, or by donating \$10K to personally sponsor a rally stop!

Rally Stop Sponsorship Benefits:

- Social Media promotion on all MMR social accounts
- Company or personal name mentioned on rally *Clue Sheet* as "Stop #, sponsored by Your Name"
- Custom promotional signage at your sponsored rally stop

HOW?



ADD \$5K TO ANY HEAT SPONSORSHIP

ADD AN ADDITIONAL \$5K TO YOUR HEAT SPONSORSHIP TO BECOME A RALLY STOP SPONSOR AS WELL!

OR



PERSONALLY DONATE \$10K

IF YOU ARE NOT A SPONSOR, YOU CAN DONATE \$10K TO BECOME A PERSONAL RALLY STOP SPONSOR

SPONSORSHIP LEVELS



PRESENTING SPONSOR	HEAT 1	HEAT 2	HEAT 3	GIFT IN KIND
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PRE-EVENT RECOGNITION

Company logo listed on invitation as	"PRESENTING SPONSOR"				
Company logo in banner on webpage					
Company logo on email promos					
Company logo displayed on event webpage					
Social media promotion (Instagram, Facebook, LinkedIn)					
Opportunity to participate in UHN Foundation & SMHF Donor Registration Program					
Company name mentioned on event webpage					
Recognition on online silent auction					IF APPLICABLE

RECOGNITION DURING EVENT

Exclusive industry sponsor at event					
Company logo displayed at event as "Muskoka Motor Rally" Presented By:					
Branded photo backdrop at event					
Company logo prominently displayed on event merchandise & paraphernalia					
Recognition on event program <i>(subject to change)</i>					
Verbal recognition by speaker					
Complimentary participation in event	UNLIMITED	5 PAX	3 PAX		

INTERESTED IN SPONSORSHIP?

CONTACT US AT:

MUSKOKAMOTORRALLY@GMAIL.COM

OR VISIT OUR WEBSITE AT:

WWW.MUSKOKAMOTORRALLY.COM





THANK YOU
FOR YOUR SUPPORT!

