

Dear [Sponsor],

We hope you're well and enjoying these early signs of Spring. As we begin planning our 2024 Hike for Hospice – which is making an exciting return to an in-person event on Sunday, September 22 – we thought you might be interested in learning more about this year's sponsorship opportunities. But first, we'd like to share a story from Hike participant and last year's top fundraising team lead, Tracey Johnston (pictured below with her family).

His pain was becoming unbearable. After a long and difficult hospital stay, Tracey Johnston's father, Tom, was ready to move to Hospice Peterborough where he could receive advanced pain management support and a comfortable bed for his life's final moments.

While Tom was only there for one week, Tracey recalls it being the "most magical place in the world." It was a place where Tom could be surrounded by his large family. A place where he could keep his bright and spacious room's mini fridge stocked with beer for when his buddies came to visit. A place where he could play his music loud, *the way he liked it*, during a relaxing soak in the spa tub. Where he could be kept warm under a colourful handmade quilt. A place where he could "not feel like he was dying," Tracey remembers.

Tracey recounts her dad's final moments vividly. Gathering there at the bedside, she was joined by her mom, her sister, aunts, uncles, and cousins. The playlist of Tom's favourite songs on Tracey's iPhone appropriately switched to "Come Together" by the Beatles, his favourite band. A longtime umpire in life, Tom Johnston made three final breaths. And then he was out. Though it was hard, Tracey refers to it as "**the most beautiful ending for him.**"

Each year since his death in 2022, Tom's family gathers at the Kenner Collegiate racing track to walk laps as part of Hike for Hospice. Tracey sets up a table with photos of her dad, snacks, and water, inviting family and friends to join in at a pace comfortable to them, sharing stories and memories of Tom along the way. Last year, TJ's Family Team was Hike's top fundraiser, raising close to \$5,000 in memory of Tom. "**I don't know what we would have done if Hospice wasn't there,**" Tracey shares, adding: "**it's a very important part of our community.**"

With our demand for services growing by 40%, and government support only covering a portion of Hospice Peterborough's operating budget, funds raised through Hike for Hospice allow us to be there for families, like Tracey's, who are facing life-threatening illness, grief, and bereavement.

For sponsorship levels and details, please see reverse. For questions or to confirm your sponsorship, please contact Sarah van den Berg at svandenbergh@hospicepeterborough.org or 705-742-4042 x232. We thank you for your consideration. Sincerely,

Heather Eatson

Heather Eatson

Hike for Hospice Committee Co-Chair

Shelley Barrie

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Sponsorship Opportunities



Package at a Glance	Support Sponsor	Care Sponsor	Comfort Sponsor	Hope Sponsor
	\$250-499	\$500-999	\$1,000-1,499	\$1,500+
Recognition and business name on the Hike for Hospice website	♥	♥	♥	♥
Logo on Hospice Peterborough's website banner	♥	♥	♥	♥
Recognition and business name in the Hospice Highlighter newsletter (sent to over 8,000 emails)	♥	♥	♥	♥
Acknowledgement during the opening ceremonies	♥	♥	♥	♥
Business name on all related Hike for Hospice mass emails	♥	♥	♥	♥
Social media post (to around 40,000 monthly impressions) with logo on social media acknowledging sponsorship	♥ (group post)	♥ (group post)	♥ (solo post)	♥ (solo post)
Complimentary lawn signs for your business to display, showing support for the event		♥	♥	♥
Logo and business included in trail map		♥	♥	♥
Acknowledgement during the virtual closing ceremonies which will be shared and widely available			♥	♥
1-minute long video opportunity to talk about your business and why you supported the event. Will be shared on social media platforms.				♥

Interested? Want to learn more?

I'm in! What now? Please reach out to Sarah van den Berg, Fundraising & Communications Coordinator at svandenberg@hospicepeterborough.org or 705-742-4042 x232 and identify your desired package (see packages above). Please include a high-res logo file (PNG and JPEG if possible) for use on promotional materials.

Cheques can be made out to 'Hospice Peterborough' and mailed to:

Hospice Peterborough
325 London St
Peterborough ON K9H 2Z5

We also accept e-transfer to admin@hospicepeterborough.org or donations via phone.

THANK YOU for supporting Hospice Peterborough! We thank you for your consideration and invite you to join *Hike for Hospice* as a team (registration opens in June 2024): www.easypledge.ca/hospice-peterborough/