



# MAC MILE

ONE MILE, TWO GREAT CAUSES



McMaster  
Children's Hospital  
Foundation

## SUPPORT MATERIAL

## PRESS CONFERENCE POSTER



LEGGAT  
CARE  
FOUNDATION

Proudly supports  
the following  
community initiative

## SPONSOR SELL SHEET

### MAC MILE SPONSORSHIP



## MAC MILE

ONE MILE, TWO GREAT CAUSES

This is the first year of Hamilton's newest tradition – The Mac Mile. The Mac Mile was created through a partnership between McMaster Children's Hospital Foundation and McMaster Athletics and Recreation. The race is a mile-long course through McMaster University campus. There will be multiple waves including: competitive/adult, ages 10-13, ages 14-17, and teams/families.

McMaster Athletics and Recreation is trailblazing this event in hopes of further building the athletics program within McMaster University and cultivating their relationship with the McMaster Children's Hospital. Half of the proceeds from the Mac Mile will go towards scholarship funds for student athletes ultimately supporting varsity dreams. The other half of the proceeds will be going to the McMaster Children's Hospital Foundation to support the hospital's equipment and program needs to ensure the highest level of care is provided to the most vulnerable members of our community.

**MacMile.ca**



#### Sponsorship Levels:

##### \$10,000

- Name/Logo on all marketing materials
- Logo and profile on event website (prominence based on sponsorship level)
- Logo on event signage (prominence based on sponsorship level)
- Individual sign along the race route
- Included in event social media
- Space at the event to promote services/products
- Opportunity to provide branded items to race participants
- Present awards at the awards ceremony
- Team participation for up to 10 people

##### \$5,000

- Logo on event website (prominence based on sponsorship level)
- Logo on event signage (prominence based on sponsorship level)
- Included in event social media
- Space at the event to promote services/products
- Opportunity to provide branded items to race participants
- Team participation for up to 5 people

##### \$2,500

- Logo on event website (prominence based on sponsorship level)
- Logo on event signage (prominence based on sponsorship level)
- One mention on event social media

#### RACE DAY DETAILS

- When:** June 18th, 2016  
**Time:** Registration 9AM, Race Start 10AM  
**Where:** McMaster University Campus, Registration inside the David Braley Athletic Centre, 1280 Main Street W, Hamilton  
**Who:** Proceeds support McMaster Athletics and Recreation and McMaster Children's Hospital Foundation  
**Parking:** Parking included in registration – lot in front of David Braley Athletic Centre



## MAC MILE

ONE MILE, TWO GREAT CAUSES

Friday, June 18 • 10am • McMaster University



McMaster  
Children's Hospital  
Foundation

**MacMile.ca**

POSTER

# RUN FOR IT!



## MAC MILE

ONE MILE, TWO GREAT CAUSES

**Sat., June 18 - 10am, McMaster University**

**Register today: [MacMile.ca](http://MacMile.ca)**

Proceeds go to McMaster Children's Hospital Foundation  
and McMaster Athletics & Recreation Scholarship Fund.



McMaster  
Children's Hospital  
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# RUN FOR IT!



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McMaster  
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POST CARD

# EVENT MATERIALS

## MARKERS

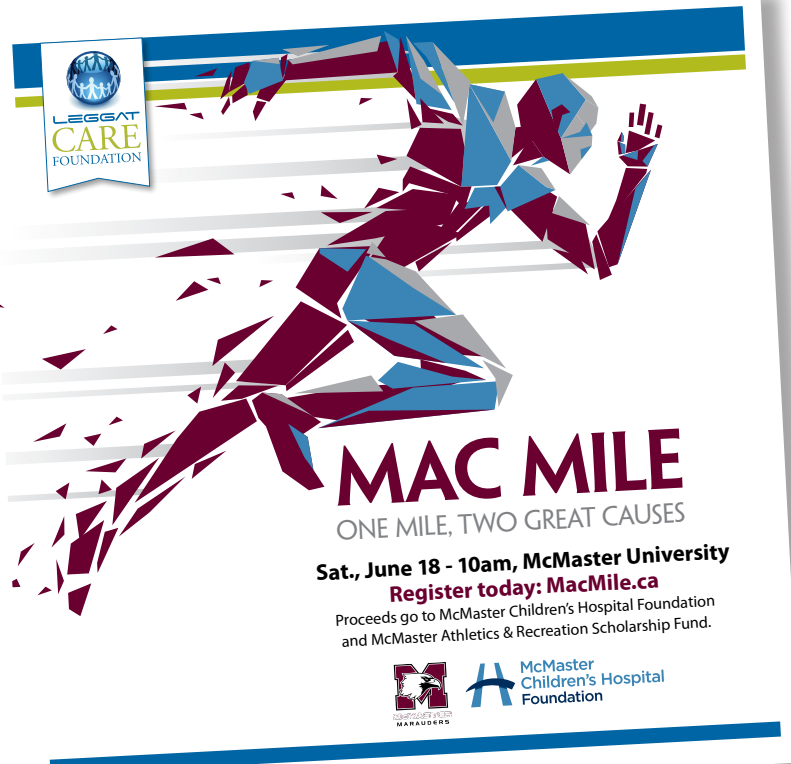


## RUNNER'S TAG



## MEDIA



## SPECIAL SECTION



**MAC MILE**  
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  McMaster Children's Hospital Foundation

## SPECTATOR PROMO AD



**MAC MILE**  
ONE MILE, TWO GREAT CAUSES

**Saturday, June 18 - 10am**  
**McMaster University**

McMaster Children's Hospital Foundation and McMaster Marauders Athletics & Recreation are joining together for the first time ever to bring you the Mac Mile. A one mile race celebrating health, healing and the athletic spirit of the young and young at heart. The Mac Mile will awaken the inner superhero in everyone!

**Register today: MacMile.ca**

  McMaster Children's Hospital Foundation 

## RUN FOR IT!

**Register today: MacMile.ca**



### Four Ways to Participate:

**Competitive Heat** Competitive runners only please.  
All ages - starting at 10:00 a.m.

**Ages 14 - 17 Heat** Starting at 10:15 a.m.

**Ages 10 - 13 Heat** Starting at 10:35 a.m.

**Family/Team Heat** All ages - starting at 11:00 a.m.  
All children 9 and under must be accompanied by an adult.



### One Mile, Two Great Causes

McMaster Children's Hospital Foundation and McMaster Marauders Athletics & Recreation are joining together for the first time ever to bring you the Mac Mile. A one mile race to benefit two pillars in our community that support our future generations. Join us for a scenic route through the McMaster University campus on Saturday, June 18th and help us to raise

funds to celebrate the health, healing and athletic spirit of the young and young at heart. Fundraising proceeds will be shared and benefit the purchase of life saving equipment and services for McMaster Children's Hospital and the Scholarship Fund for McMaster Marauders Athletics & Recreation. The Mac Mile will awaken the inner superhero in everyone!

**Register today: MacMile.ca**

**Register today: MacMile.ca**



# SOCIAL MEDIA

**Leggat Auto Group** @LeggatAutoGroup · Jun 21  
What an amazing day at @thetacmile! One run supporting two great causes: @mch\_childrens and @McMasterSports! youtube.com/watch?v=a2IEt... #HamOnt

**Leggat at the Mac Mile 2016**  
Leggat was proud to support the first annual Mac Mile! This new community event brings two McMaster institutions together to raise funds for two worthy ca... youtube.com

**Utter Morris** @UtterMorris · Jun 21  
We are proud to be teaming up with @McMasterSports and @mch\_chi for @thetacmile. Check out this amazing day:

**Utter Morris at the Mac Mile 2016**  
Utter Morris president John Thorpe attended the annual Mac Mile this weekend! Congratulations to runners. We are proud to be part of this incre... youtube.com

**Mac Mile**  
Published by Amanda Weldon [?] · May 11 ·

The Mac Mile is hitting McMaster University Campus on June 18th!  
Come out and join in on the fun to support the McMaster Marauders scholarship fund and the McMaster Children's Hospital Foundation Support MacKids!

**TWO GREAT CAUSES**

27,998 people reached

**Mac Mile**  
Published by Amanda Weldon [?] · May 26 ·

Did you know that you can run the Mac Mile as a team? The board of directors of the McMaster Students Union (MSU) has formed their own team and is ready to run June 18th!

**ONE MILE RACE**

Blake Oliver

MSU Vice President in Education

**Mac Mile**  
Published by Amanda Weldon [?] · June 7 ·

Half of the proceeds from the Mac Mile will go towards helping McMaster Marauders athletes achieve their varsity dream. And the other half to Support MacKids - support them and register today! macmile.ca

**THE MAC MILE**

**Mac Mile**  
Published by Amanda Weldon [?] · May 27 ·

The bibs are in Hamilton! Are you ready to run? Register at macmile.ca today! One mile, two great causes.

**MAC MILE**  
ONE MILE, TWO GREAT CAUSES

**100**

McMaster Children's Hospital

**Kate Carnegie** @katecarnegie · Jun 14  
We are thankful for the care Zack received when he was born at just 32 weeks.

**Mac Mile** @thetacmile  
The largest Neonatal Intensive Care Unit in Canada is @mch\_childrens! #MacMile @McMasterSports @katecarnegie

**AM900 CHML** @AM900CHML · Jun 2  
Have you heard of the Mac Mile? @thetacmile @ScottTalking @McMasterU

**Have you heard of the Mac Mile?**  
Have you heard of the Mac Mile? It's a new event being held by McMaster taking place on June 18th. It's a one mile race in support of the McMaster's Children's Hosp... soundcloud

# MEDIA ANALYSIS

Media Outlet	Media Coverage	Media Impressions	Value Received
CHML AM900	56 30sec promo spots	324,000	\$9,730
	On-air interview with Bill Kelly	5,800	
	Included in 1 station email blast	2,900	
	Event listing on website	200	
	Social media support	N/A	
	Street team at the event	N/A	
	Press conference coverage	6,200	\$100
Fresh Radio	Included in 2 station email blast	5,800	\$19,620
	Event listing on website	400	
	Social media support	N/A	
K-Lite 102.9	28 mentions in "Here's What's Happening"	286,000	\$18,550
	Event listing on website	480	
	Social media support	N/A	
Funny820	28 mentions in Ambassador Breaks	18,000	
	Event listing on website	130	
	Social media support	N/A	
TSN1150	28 mentions in "Community Sports Report"	10,220	
	Event listing on website	100	
	Social media support	N/A	
	Street team at the event	N/A	
	On-air interview	365	
	Press conference coverage	6,000	
	56 Leggat 30sec promo spots	20,440	
The Hamilton Spectator	5 promo ads	1,380,000	\$20,000
	Featured twice in the Community Profile section	552,000	
	Press conference coverage online	15,000	\$1,000
	Leggat produced newspaper section	276,000	\$10,000
CHCH News	Press conference coverage on the 6pm news and online	118,000	\$350
Social Media	Facebook Posts	84,660	N/A
	Paid Facebook Ads	21,856	
	Twitter Posts	14,356	
	Paid Twitter Ads	26,860	
	Total Media Impressions:	3,175,767	
	Total Value Received:		\$81,250

## Additional Social Media Information

Post Engagements:	1,124
Ad Engagements:	575
Video Views:	18,170