



Illuminight rallies communities across the region to raise awareness and funds for Juravinski Hospital and Cancer Centre Foundation. Over 500 participants are expected take part in a nighttime walk along a scenic trail with numerous illuminated installations along the way. Comfort food, live music, and autumn-themed fun activities complete a highly entertaining evening in celebration of fundraising efforts for adults and children alike!

Since 2018, Illuminight has raised more than **\$500,000**. Through your sponsorship you can make a vital difference for patients and families who rely on the specialized cancer care at Juravinski Hospital and Cancer Centre, in their time of need.

Joahnnna thought she wouldn't make it to see her children finish elementary school. But after lifesaving treatment in a clinical trial at Juravinski Cancer Centre, her ovarian cancer is in remission, and she has seen her kids graduate from university.

"I couldn't even say care. I think it's more love. Love for me and my family. That's what I experienced from Juravinski Cancer Centre." — Joahnnna, ovarian cancer patient

Juravinski Hospital and Cancer Centre is the only hospital in the greater Hamilton region where patients can be treated for all forms of cancer, with our staff and doctors supporting more than 26,000 cancer patients each year.



In 2020, Donato was diagnosed with lung cancer after seeing his family doctor for shortness of breath. An x-ray showed a spot on his right lung, and he was referred to the Juravinski Hospital and Cancer Centre where further tests led to a lung cancer diagnosis.

Donato qualified for the tKEYVIBE-003 trial and volunteered to take part. His first CT scan after joining the trial showed a 60 per cent shrinkage in the tumors.

"I feel great, even with the treatments," says Donato, who is staying busy with household projects and his family, which now also includes four grandchildren. His most recent CT scan showed no signs of cancer.



Illuminight
 Juravinski Hospital
 and Cancer Centre
 Foundation
#ShineALightOnCancer

SPONSORSHIP OPPORTUNITIES

THURSDAY, OCTOBER 12, 2023

DYMENTS FARM, 416 FALLSVIEW RD E, DUNDAS, ON

HAMILTONHEALTH.CA/ILLUMINIGHT

PLATINUM SPONSOR - \$25,000+

- Opportunity to customize recognition that will elevate brand presence. For more information contact **Sherri Bocchini** at **bocchini@HHSC.CA**

GOLD SPONSOR- \$15,000

- **Event Feature:** Activation zone on site highlighting sponsor such as **Pumpkin Carving Zone, Haunted House Zone or Tractor Play Zone**
- Opportunity to provide a quote and photo for a sponsor profile in an event e-blast
- Logo on event website and all email communications
- Logo on all print marketing materials
- Permanent recognition on donor wall in hospital
- Logo on relevant event day sponsor signage
- Opportunity to hand out branded giveaway
- 10 complimentary registrations to event
- Sponsor recognition in a pre-event social media post (across all HHSF social media channels with a 19,000+ reach)
- Mention in a post-event, thank-you social media post
- Reserved employee volunteering opportunities

BRONZE SPONSOR- \$5,000

- **Illumination Feature:** Aligned sponsor recognition with a dedicated light display on walk route
- Logo on event website and all email communications
- Logo on print marketing materials
- Logo on relevant event day sponsor signage
- Logo projection on walk route finish line
- 2 complimentary registrations to event
- Mention in a post-event, thank-you social media post

SILVER SPONSOR- \$10,000

- **Event Feature:** Aligned sponsor recognition with an event highlight such as **Hot Chocolate Sponsor, S'mores Sponsor or Tractor Ride Sponsor**
- Logo on event website and all email communications
- Logo relevant print marketing materials
- Permanent recognition on donor wall in hospital
- Logo on relevant event day sponsor signage
- 5 complimentary registrations to event
- Sponsor recognition in a pre-event social media post (across all HHSF social media channels with a 19,000+ reach)
- Mention in a post-event, thank-you social media post
- Reserved employee volunteering opportunities

MILESTONE SPONSOR- \$2,500

- Sponsor name recognized on event website and email communications
- Name on relevant event day sponsor signage
- Mention in a post-event thank-you social media post

COMMUNITY SPONSOR- \$1,000

- Sponsor name recognized on event website, email communications
- Mention in a post-event thank-you social media post

Sponsors will be integrated into pre-event promotional efforts, based on timing of commitment.

Juravinski Hospital and Cancer Centre is one of Ontario's most comprehensive cancer centres and the only site in south-central Ontario treating all cancers. It is one of three centres in Ontario providing all forms of stem cell transplants supporting patients with blood cancers. It is also home to the Regional Cancer Program, which coordinates cancer care with partners based across Hamilton, Brant, Haldimand, Niagara and Burlington.



Quick Facts

- Juravinski Hospital and Cancer Centre serves more than 1.4 million people from the Hamilton Niagara Haldimand Brant Local Health Integration Network and over 2 million Ontarians for selected services.
- More than 200,000 patient visits, including 7,500 new cancer patients, annually
- Houses an active clinical trials program that has been exploring new cancer treatments and therapies for over 31 years
- Home to the CIBC Breast Assessment Centre, one of the most advanced breast screening and assessment centres of its kind in Canada providing consolidated expertise of radiologists, surgeons and pathologists in one place
- Conducts more than 400 Stem Cell Transplants and CAR-T Cellular Therapy treatments annually in the dedicated Ron & Nancy Clark Stem Cell and Cellular Therapy Unit