



# Walk. Run. Support.

Funding local breast cancer research.

Dear BRIGHT Run Community Member,

The BRIGHT Run Team looks forward to welcoming you to the 2021 event as a Community Partner. Despite the challenges of COVID-19, "BRIGHT Run 2020 – the virtual edition", raised more than \$333,000 to support local breast cancer research. We are very grateful.

The 14<sup>th</sup> annual BRIGHT Run will take place virtually on Saturday, September 11, 2021. While we were hoping to be back together at the Dundas Valley Conservation Area with more than 1200 breast cancer survivors, family and friends to walk or run either 1km or 5km to celebrate this is not meant to be. For the safety of all our participants, volunteers and supporters we are going virtual for 2021. We will again raise a lot of money for local breast cancer research as we did last year, just differently.

We are reaching out to you to ask for your financial support to enable us to organize and host this magnificent event. Please note the BRIGHT Run remains 100% powered entirely by more than 250 volunteers and has no paid employees.

To date, the BRIGHT Run has raised over \$4.5 million dollars which has funded 15 leading-edge research projects at our own Regional Cancer Centre – Juravinski (JCC). In many cases, these projects have led to expanded studies involving breast cancer patients across Canada.

### Here is a description of one of our most recently funded projects:

Women live with physical and emotional side effects for years after cancer treatments have ended. Exercise can help manage these side effects, however, less than 30% of this population partakes in regular exercise. The JCC team has previously shown the feasibility of a novel exercise and education program for women with breast cancer during chemotherapy. This study evaluates the effectiveness of this intervention and examines implementation characteristics for future work. Outcomes being assessed include exercise level, functional mobility, muscle strength, quality of life, health status and use of health care services. This project addresses a longstanding need to help women with breast cancer become and stay more active by implementing novel exercise programming.

Your support will ensure that every BRIGHT Run participant-raised fundraising dollar is spent entirely on local breast cancer research like this.

We look forward to welcoming you back to our BRIGHT Run team. Please visit [www.brightrun.ca](http://www.brightrun.ca) for more information or contact either of us directly to discuss your involvement in greater detail.

Kindest regards,

Nancy McMillan  
BRIGHT Run Event Chair  
[nancy@brightrun.ca](mailto:nancy@brightrun.ca)

Dr. Bindi Dhesy  
Medical Oncologist  
[dhesy@hpsc.ca](mailto:dhesy@hpsc.ca)



# BRIGHTRUN

# BRIGHT Run

## What You Need to Know



### LOCAL

- All the money raised here stays here
- Local participants supporting local cancer centre
- Juravinski Cancer Centre catchment area is: Hamilton, Niagara, Haldimand, Norfolk, Burlington and Brant



### RESEARCH

- Fifteen seed projects funded, including: symptom management, surgical intervention, prevention, genetic predisposition
- Funding research by scientists at the Juravinski Cancer Centre and McMaster University



### FAMILY/PET-FRIENDLY

- BRIGHT Run is for everybody — all ages, stages and abilities are welcome
- Wagons, strollers, and walkers are welcome...and leashed dogs too



### RUN/WALK

- Walk, run or stroll — or simply come to the event to show support
- Choose a 1K or 5K route through the Dundas Valley
- Enjoy a day of community and excitement



### COMMUNITY PARTNERS

- Community partners provide direct financial support each year to cover event organizing and hosting costs
- Discounted and/ or complimentary products and services are provided by a range of local retailers and service providers



### RESULTS

- More than 1,200 participants and 250 volunteers attend each year
- \$333,903 raised at the September 2020 *virtual* event
- Approximately \$4.5 million raised since 2008



SPONSORSHIP OPPORTUNITIES & BENEFITS	PRESENTING SPONSOR	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	FRIENDS \$1,000+
<b>DIGITAL MEDIA</b>					
BRIGHT Run website	Logo & link	Logo & link	Logo & link	Logo	Logo
BRIGHT Run Facebook page	5 posts	4 posts	3 posts	2 posts	1 post
BRIGHT Run Instagram	1 post & 3 stories	1 post & 2 stories	1 post & 1 story	1 post	1 post
BRIGHT Run eNewsletter to participants	Article & recurring logo	Article & recurring logo	Recurring logo	Logo	
<b>LOGO PLACEMENT</b>					
In-hospital banners (3)					
Community posters					
<b>MEDIA</b>					
Pre-event promo					
<b>APPAREL</b>					
Participant t-shirts (logo)					
<b>EVENT DAY PROMOTION</b>					
Start/ finish line banner (logo)					
Sponsor banner on stage					
Sponsor banner on site					
Exclusive naming opportunity					

To ensure sponsorship fulfillment as indicated above, we require EPS logos, URLs, social media handles and cheques by May 1, 2021.

**BRIGHT Run Charitable Registration Number:**  
131159543 RR0001

Please make cheques payable to **Hamilton Health Sciences Foundation** with BRIGHT Run in the memo line.

**Cheques can be mailed to:**

BRIGHT Run Sponsorship  
c/o Hamilton Health Sciences Foundation  
PO Box 739, LCD 1  
Hamilton, ON L8N 3M8

**Contact Laurie Towns to inquire about EFT/transfers.**  
T: 905-522-3863 towns@hhsc.ca