

# The 6th Annual **Superhero Run**

Presented by



**Run 2.5k, 5k, or participate in a 1k family walk!**

Join in on our most favourite event of the year and raise money for the Niagara Children's Centre!



## **Contact:**

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## **The Details:**

October 3, 2021

8 am to 4 pm

It's Virtual!



# Superhero Run 2021



## Sponsorship Benefits



### Ultimate Hero

### Super Hero

### Hero

\$15,000

\$10,000

\$5,000

Registration

Complimentary for employees and family

Complimentary for employees

Discounted for employees

Social media recognition



Recognized on publicity material



Logo and link to company on event website



Recognition during event activities



Company logos on event media, publicity material



Promotion opportunities during event



Company logo on event t-shirt



# Superhero Run 2021



June 5, 2021  
Royal Bank of Canada  
180 Wellington St W, Toronto, ON M5J 1J1

**Hello Ms. Pasquale,**

My name is Emily. I am reaching out on behalf of the Niagara Children's Centre. We are hosting our 6th annual Superhero Run, a virtual event this year, and would love to have RBC join us again as a leading sponsor. The Royal Bank of Canada (RBC) can be an Ultimate Hero with a donation of \$15,000 or more.

The Niagara Children's Centre is a registered non-profit organization dedicated to providing rehabilitation and therapeutic services to youth in the Niagara Region. We serve youth up to age 19 with a variety of developmental, physical, and communication challenges. Our highly trained staff offer care to over 5,700 children across 12 Niagara municipalities. Our Superhero run helps to support the centre and all the services and programs we have to offer.

We are so fortunate to be able to provide help to youth in need, like Lilah. After an emergency C-section and time in the NICU, Lilah was seen at Niagara Children's Centre and was diagnosed with Hypoxic Ischemic Encephalopathy, along with Cerebral Palsy and Epilepsy. Thanks to the early therapy options from the centre, Lilah has become an independent little girl. Her family relies on the staff and doctors with the centre to help find appropriate activities for her adventurous personality, and to keep on top of her needs. "It is in large part because of all of the support Lilah has received from her therapists that she has come as far as she has," says Lilah's mother.

We have three sponsorship levels for our Superhero run this year. We are looking for Ultimate Heroes, Super Heroes, and Heroes. Full details of each level of sponsorship will be included in the following sponsorship package included with this letter.

With RBC's support we will be better able to ensure amazing, world class programs to youth in need, who face a variety of different challenges. This is why we are asking you to join The Niagara Children's Centre 6th Annual Superhero Run as an Ultimate Hero.

I'd like to thank you for your time and consideration. Please feel free to contact me at [eyalowsky@niagarachildrenscentre.com](mailto:eyalowsky@niagarachildrenscentre.com), or at 905-688-3550 ext. 103. I will follow up with you in the next week.

With thanks,

**Emily Yalowsky**

Special Events Coordinator, Community Outreach Specialist  
Niagara Children's Centre  
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