

**HYDROCEPHALUS
CANADA** | 

**Championing Spina Bifida
& Hydrocephalus Communities**

SPONSORSHIP PACKAGE



**Celebrate, Live, Dream, Wheel
Walk or Run June 14, 2026
Downsview Park, Toronto**

Charitable Registration 107999310RR0001

ABOUT US

Celebrating over 50 years of impact, empowering a lifetime of potential. Hydrocephalus Canada (HC) is the leading voice for the spina bifida and hydrocephalus communities. Since our founding in 1973, our mission has remained clear: connecting spina bifida and hydrocephalus communities across Canada through services, support, education, awareness and research.



Who We Serve

- Approximately 120,000+ Canadians are currently living with hydrocephalus.
- The 120-150 babies are born with spina bifida in Canada each year.
- Approximately 1 in every 1000 babies are born with hydrocephalus each year.
- 4.8 in every 1000 could develop Normal Pressure Hydrocephalus
- Thousands of families and caregivers navigate the complexities of these neurological conditions daily.

DID YOU KNOW:

Hydrocephalus is more common than Down's Syndrome or brain tumors.

Some people with spina bifida and hydrocephalus will have over 100 brain and other health related surgeries.

As many as 30,000 Canadians may be living with undiagnosed NPH (Normal Pressure Hydrocephalus), a potentially treatable form of dementia.





WHAT WE DO

COMMUNITY
EDUCATION,
OUTREACH &
AWARENESS

CONNECTIONS,
PEER LINKING
& SUPPORT
GROUPS

RESOURCE
DISTRIBUTION

HEALTHCARE
RESOURCE
COLLABORATION



ABOUT THE EVENT

This 2km/5km event is more than a race; it is a lifeline. While our participants are walking, wheeling, or running through beautiful Downsview Park, they are carrying a message of resilience for the thousands of Canadians living with hydrocephalus and/or spina bifida.

Every hour, a family's world is reshaped by a diagnosis of hydrocephalus or spina bifida. To a medical chart, they may be a statistic; to us, they are individually unique and part of a one of a kind community. No two paths are the same, and no two surgeries are identical.

These individuals live with remarkable resilience. They advocate access, innovation, and a community that understands their journey. Your partnership creates opportunities for our community to thrive.



WHY WE NEED YOUR HELP

The Reality

Hydrocephalus is the **most common reason for brain surgery in children**. Treatment is primarily through brain surgery often repeatedly and 40% of shunts placed in children fail within the first two years. Some individuals undergo dozens, even more than 100, surgeries over a lifetime.

Spina bifida is one of the **most complex neurological conditions** compatible with life. It is often associated with paralysis, bladder and bowel complications, seizures, visual impairments, and cognitive challenges and requires coordinated care across the entire lifespan.

Yet despite the **severity and lifelong impact** of these conditions, hydrocephalus **is not recognized in Canada as a chronic condition**, and there is no national adult care model.

Many general practitioners are unfamiliar with adult presentations of hydrocephalus, leading to **missed or delayed diagnoses**, including for an estimated 30,000 Canadians who may be living with Normal Pressure Hydrocephalus (NPH), a **treatable condition**.

The system is not built for lifelong care. As children with hydrocephalus and spina bifida grow into adulthood, **supports dramatically decline**. Neurosurgical and **healthcare systems lack the capacity** to meet growing demand. The result is **preventable crisis care**, lost productivity, caregiver burnout, and increased long-term healthcare costs.



SPONSOR OPTION

\$10,000

Dream Sponsor

The Ultimate Brand Authority: National And Local Digital Visibility

- Celebration Zone Premium Booth: The top-tier 10x10 placement in the highest-traffic area.
- "The Big Mic" Speaking Opportunity: A dedicated time slot to address all participants from the stage.
- Cheer Zone Station Host: Your own spirit station located along the walk route.
- Branded Route Signage: Professional signage with your logo placed along the course.
- Event Certificate: Your logo featured on the official certificate given to every participant.
- Welcome Kit/Swag Bag Insert: Guaranteed placement of your physical item or flyer in every participant bag.
- MC Shout-Outs & Sponsor Poster: Frequent live recognition and top-tier logo placement on the main event poster.
- 2-Week Boosted Social Campaign: A geo-targeted, paid campaign where you are the "Featured Sponsor" .
- Webpage Takeover: Full brand presence (Banner/Box/Anchor) on the HC website for June or July.
- National Marketing Event Emails: Your logo included in 4+ national emails sent to the full database.
- "Staying Connected" Newsletter: 3 Prominent Banners prime location in the newsletter.
- Solo Social Spotlight: Dedicated "Pre" and "Post" event posts exclusively featuring your brand.
- 25% Employee Registration Discount: A custom code for all your staff to join the walk.
- 4 Free Team Captain Registrations: Complimentary entries to kickstart your corporate team.



SPONSOR OPTION

\$6,000

Celebrate Sponsor



- Dedicated Booth - Event Hub: A 10x10 space in the central Event Hub where all walkers gather before and after the route.
- Cheer Zone Station Host: Your team hosts a dedicated station along the route to high-five walkers and build brand energy.
- Branded Route Signage: Your logo displayed on professional signage along the walk course.
- Race Certificate Logo: Your brand is featured on the official certificate every participant receives.
- Welcome Kit/Swag Bag Insert: Guaranteed placement for your branded items or coupons in every participant bag.
- MC Shout-Outs & Sponsor Poster: Recognition from the stage throughout the day and logo placement on the main sponsor board.
- National Event Emails: Your brand is included in 3+ national emails reaching the entire Hydrocephalus Canada database.
- Staying Connected Newsletter: 2x Feature Graphics large, visual partner spotlights in our monthly newsletter.
- Solo Social Spotlight: Dedicated social media posts before and after the event focused solely on your partnership.
- 25% Employee Registration Discount: The highest available discount level for your staff to join the event.
- 3 Free Team Captain Registrations: Complimentary entries to help your company lead the way in fundraising.





SPONSOR OPTION

\$4,000

Live Sponsor

- Space on HC Registration/Info Booth: Instead of a stand alone tent, you receive dedicated space on the main Hydrocephalus Canada Information Booth to display your signage, brochures, or marketing materials.
- Cheer Zone Station Host: Your team hosts a dedicated station along the route to high-five walkers and build brand energy.
- Branded Route Signage: Your logo displayed on professional signage along the walk course.
- Welcome Kit/Swag Bag Insert: Guaranteed placement for your branded items or coupons in every participant bag.
- MC Shout-Outs & Sponsor Poster: Recognition from the stage throughout the day and logo placement on the main sponsor board.
- National Event Emails: Your brand is included in 2 national emails reaching the entire Hydrocephalus Canada database.
- Staying Connected Newsletter: 1 Feature Graphics: large, visual partner spotlights & 1 Group Listing to your logo and link featured in the dedicated partner section in our monthly newsletter.
- Solo Social Spotlight: Dedicated social media posts before and after the event focused solely on your partnership.
- 25% Employee Registration Discount: The highest available discount level for your staff to join the event.
- 2 Free Team Captain Registrations: Complimentary entries to help your company lead the way in fundraising.



SPONSOR OPTION

\$2,000 Community Sponsor

- Welcome Kit/Swag Bag Insert: Guaranteed placement for your branded item, promotional flyer, or coupon in the bags handed to every participant.
- MC Shout-Outs & Sponsor Poster: Live brand recognition from the stage by our MC and your logo featured on the official event-day sponsor poster.
- National Event Emails: Your brand is included in 1 national emails sent to our full participant and supporter database.
- Staying Connected Newsletter: 2 Group Listings your logo and link featured in the dedicated partner section of our monthly newsletter.
- Solo Social Spotlight: Dedicated social media posts (Pre and Post-event) focused exclusively on your partnership.
- 10% Employee Registration Discount: A custom discount code to encourage your staff and their families to register and walk.





SPONSOR OPTION

\$500

Momentum Sponsor

- Welcome Kit/Swag Bag Insert: This is the primary physical touchpoint for this tier. You provide a branded item, a sample, or a promotional flyer to be included in the kits given to every single participant.
- MC Shout-Outs & Sponsor Poster: Your name or logo will be prominently featured on the official event-day Sponsor Poster, and our MC will provide live recognition from the stage during the program.
- National Event Emails: Your brand is included in 2 national emails (the "Welcome" and the "Thank You/Impact" emails) sent to the full database.
- Staying Connected Newsletter: 1 Group Listings: your logo and link featured in the monthly newsletter alongside our community supporters.
- Solo Social Spotlight: A dedicated social media post before the event to announce your partnership to our followers.

Under
\$500

Spark Sponsor

Help spark change. This level is perfect for anyone who wants to support the walk and fuel our mission. Spark Sponsors receive a social media thank you, a Spark Sponsor Certificate and a charitable tax receipt and recognition for helping ignite hope in the hydrocephalus community.



SPONSOR PACKAGES

On-Site (Downsview Park)	Dream (\$10k)	Celebrate (\$6k)	Live (\$4k)	Community (\$2k)	Momentum (\$500)
Booth Presence	Premium Booth	Dedicated Booth	Space on HC Info Booth	–	–
“The Big Mic” Speaking Spot	●	–	–	–	–
Cheer Zone Station Host	●	●	●	–	–
Branded Route Signage	●	●	●	–	–
Finisher Certificate Logo	●	●	–	–	–
Welcome Kit / Swag Insert	●	●	●	●	●
MC Shout-Outs & Poster	●	●	●	●	●
Digital & Social Media					
2-Week Boosted Social Ad	Featured Sponsor	–	–	–	–
Webpage Takeover	June or July	–	–	–	–
National Event Emails	4+ Emails	3+ Emails	2 Emails	1 Email	2 Emails
Newsletter Placements	3x (Prominent Banner)	2x (Feature Graphic)	1x Feature + 1x Listing	2x (Group Listing)	1x (Group Listing)
Solo Social Spotlight	●	●	●	●	●
Team & Participation					
Employee Registration Discount	25%	25%	25%	10%	–
Free Team Captain Registrations	4 Captains	3 Captains	2 Captains	–	–



A PARTNERSHIP BEYOND THE FINISH LINE

Your partnership does not just support one day; it supports a lifetime. While the event concludes at the finish line, the impact of your contribution continues to move forward every day of the year.

By joining us, you are directly fueling:

Life-Changing Research & Innovation: You are funding the search for medical breakthroughs that will finally move us past outdated technologies, aiming for a future where brain surgery isn't a "routine" part of life.

National Programs & Support Groups: You are the reason a parent can make a phone call for support after a new diagnosis. You remind our community that they are not alone.

Empowerment through Information: You help us arm families with the critical information and key connections they need to navigate complex medical systems.

The Power to Thrive: Your support provides the tools for our community to not just live, but to grow, lead, and thrive in a world that understands their unique value.

Join Us

We invite you to select a partnership tier that aligns with your corporate values and help us turn the tide for Canadians living with hydrocephalus and spina bifida. Together, we can ensure that every person is given the chance to shine.





Shauna
Director, Programs
& Information



Ingrid
Community Support
Coordinator

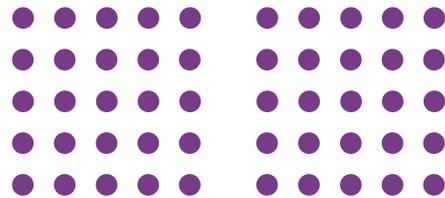


Sharnette
Information Services
Coordinator



Tanja Besey
Community Engagement
Manger

MEET



OUR TEAM



**THANK
YOU!**



**Love what you see? Have Questions?
Let's Connect**

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