

Troy's TRAIL SPONSORSHIP PACKAGE



Saturday June 13, 2026
Sault Ste. Marie

ABOUT US

Troy's Trail was founded in 2012 by Troy and Annette Chandler in Sault Ste. Marie, Ontario. Their journey began long before the walk itself, after Troy was diagnosed with hydrocephalus in 1994 at the age of 28.

Since then, Troy has faced the challenges of this lifelong neurological condition with remarkable courage, undergoing multiple brain surgeries and living with the ongoing uncertainty that hydrocephalus can bring.

Through every step of that journey, Annette has been by his side. Together, they have turned their personal experience into a mission to support, encourage, and connect others facing similar challenges.



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 SUPPORT

COMMUNITY
EDUCATION,
OUTREACH &
AWARENESS

CONNECTIONS,
PEER LINKING
& SUPPORT
GROUPS

RESOURCE
DISTRIBUTION

HEALTHCARE
RESOURCE
COLLABORATION

ABOUT THE EVENT

This event is more than a walk, it is a lifeline. While our participants are walking, wheeling, or running along the waterfront near the beautiful Art Gallery of Algoma at Clergue 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 for 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**. Brain surgery to insert a shunt to manage the flow of cerebrospinal fluid and redirect the excess fluid is the primary treatment option. 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 consistent adult care model in place to care for individuals with either condition.

Many general practitioners are unfamiliar with adult presentations of hydrocephalus, leading to **missed or delayed diagnoses**, including 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 OPTIONS

\$1,000

COMMUNITY CHAMPION

- Featured national thank you in the Hydrocephalus Canada's monthly newsletter (2,900+ subscribers)
- Featured sponsor recognition on Hydrocephalus Canada's social media (Instagram, Facebook, LinkedIn – 2,500+ followers)
- Featured recognition on Troy's Trail Facebook & Instagram
- Mention in local broadcast and/or newspaper coverage (when available)
- Printed sponsorship certificate

\$750

AWARENESS LEADER

- National thank you in the Hydrocephalus Canada's monthly newsletter
- Social media recognition on Hydrocephalus Canada's platforms
- Thank-you post on Troy's Trail Facebook & Instagram
- Printed sponsorship certificate





SPONSOR OPTIONS

\$500

COMMUNITY SUPPORTER

- Newsletter thank you mention in Hydrocephalus Canada's monthly newsletter
- Group sponsor thank-you on Hydrocephalus Canada's social media
- Recognition post on Troy's Trail Facebook & Instagram
- Printed sponsorship certificate

\$300

AWARENESS PARTNER

- Dedicated thank-you post on Troy's Trail Facebook & Instagram
- Group sponsor thank-you posts on Hydrocephalus Canada's social media
- Printed sponsorship certificate





SPONSOR OPTIONS

\$150

Friend of Troy's Trail

- Name recognition in Troy's Trail sponsor thank-you posts
- Printed sponsorship certificate

\$50

Spark Sponsor

Help spark change. This level is perfect for anyone who wants to support Troy's Trail and fuel Hydrocephalus Canada's mission.

"Troy has been fighting this battle for some time and has started awareness in Sault Ste. Marie with a walk every summer. He has so much dedication and compassion for helping others and spreading awareness. He has the biggest heart!!!" Natalie Sageloly



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.



THANK

YOU!



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

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