

**HYDROCEPHALUS
CANADA** | 

Championing Spina Bifida
& Hydrocephalus Communities

SPONSORSHIP PACKAGE



**19th Annual
Hydrocephalus Canada's
Charity Golf Tournament**

Charitable Registration 1079 99310 RR0001

ABOUT US

Celebrating over 50 years of impact, empowering a lifetime of potential. Hydrocephalus Canada (HC) is the leading voice for 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.
- 4.8 in every 1,000 individuals over the age of 65 could develop Normal Pressure Hydrocephalus (NPH)
- 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 - a potentially treatable form of dementia.





WHAT WE DO

COMMUNITY
EDUCATION,
OUTREACH &
AWARENESS

SUPPORT
GROUPS
CONNECTIONS
PEER LINKING

RESEARCH

HEALTHCARE
COLLABORATIONS



ABOUT THE EVENT

The 19th Annual Charity Golf Tournament is proudly hosted at Carlisle Golf Club in support of Hydrocephalus Canada, benefiting individuals and families living with hydrocephalus and spina bifida.

This established annual event brings together business leaders, community partners, and corporate supporters for a premium full-day tournament focused on connection, visibility, and meaningful impact.

Event Experience

We are honoured to have Eric Smith, the voice of the Toronto Raptors and long-time volunteer, as our host. His leadership and ongoing commitment have helped make this tournament a signature event year after year.

Guests will enjoy a curated full-day golf experience, including:

- 18 holes of golf at Carlisle Golf Club
- Golf carts for all players
- Lunch and dinner included
- On-course activations, prizes, and friendly competition

Sponsorship Opportunity

Sponsorship offers strong brand visibility in a high-value networking environment, connecting organizations with community leaders, professionals, and engaged supporters. This is a meaningful opportunity to align your organization with a trusted national cause while making a measurable difference.

Join us for a great day of golf, connection, and impact at Carlisle Golf Club.



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 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

\$10,000

Premier Ace Sponsor

Maximum visibility. Premium activation. Exclusive presence.

Tournament Experience

- Complimentary golf for 8 (18 holes, carts, lunch & dinner)

Brand Visibility & Recognition

- Prime logo placement (with link) on pre-event promotional materials, including:
 - Tournament website
 - Minimum 3 E-Blast inclusions
- Inclusion in a 2-week paid social media campaign (logo + link)
- Prominent Banner recognition on main page website + golf page
- Prominent Banner recognition on official event sponsor signage
- Acknowledgment during tournament speech

Social & Digital Promotion

- 4 dedicated thank-yous pre and post event (Instagram, LinkedIn, Facebook)
- Recognition in 3 issues of Staying Connected (~4,000 subscribers each)

On-Course Activation

- Exclusive selection of 5 hole signs
- Choice of one contest sponsorship (Closest to the Pin or Longest Drive)
- Branded on course hydration & snack station activation

Premium Branding Included

- Co-branded custom hats for all golfers with design approval



\$6,500

Eagle Sponsor

Strong visibility. High-impact brand presence. Excellent value.

Tournament Experience

- Complimentary golf for 8 guests (18 holes, carts, lunch & dinner)

Brand Visibility & Recognition

- Logo on minimum 5 pre-event promotional materials
- Minimum 2 E-Blast inclusions
- Event signage recognition
- 2 hole signs
- Premium recognition on official event sponsor signage
- Tournament speech acknowledgment

Social & Digital Exposure

- Premium placement recognition on golf webpage
- 2 issues of Staying Connected (4,000 subscribers each)
- 3 social media thank-you posts

Engagement Opportunity

Opportunity to provide a branded item for each golfer

Optional Add-On

\$350 Custom Branded Golf Gift (HC-provided item)
(lip balm, sunglasses, stress balls, or approved item)





\$3,000

Birdie Sponsorships

High-impact branded activation on course.

Tournament Experience

- Golf for 4 (18 holes, carts, lunch & dinner)
- Opening tournament speech acknowledgment

Brand Visibility & Recognition

- Event signage recognition
- 2 hole signs

Brand Activation Options (choose one)

- These high-visibility activations integrate your brand directly into the player experience:

Custom branded golf balls for all golfers

- A premium, high-use item that ensures repeated brand visibility throughout play and beyond the tournament

OR

Full branding on all golf carts

- High-frequency on-course exposure as carts circulate the entire course throughout the day, maximizing repeated brand impressions

Digital Exposure

- 2 social media thank-you posts pre & post event
- 1 Staying Connected e-newsletter feature



\$2,500

Feature Dinner Sponsor

Tournament Experience

- Golf for 4 (18 holes, carts, lunch & dinner)

Brand Activation & Visibility

- Exclusive branding at reception and dinner
- Event signage recognition
- Opening tournament speech acknowledgment

Digital Exposure

- 2 social media thank-you posts pre & post event
- 1 Staying Connected e-newsletter mention
- Website recognition

Hole
Signage
Add On
\$200

\$2,000

Exclusive Lunch Sponsor

Tournament Experience

- Golf for 4 (18 holes, carts, lunch & dinner)

Brand Activation & Visibility

- Exclusive branding at lunch (signage/placement)
- Event signage recognition
- Opening tournament speech acknowledgment

Digital Exposure

- 2 social media thank you posts pre & post event
- 1 Staying Connected e-newsletter mention
- Website recognition

Hole
Signage
Add On
\$200



\$1,500

Par Package

Tournament Experience

- Golf for 4 (18 holes, carts, lunch & dinner)

Brand Activation & Visibility

- 1 hole signage
- Event signage recognition
- Opening tournament speech acknowledgment
- Website recognition

Digital Exposure

- 2 social media thank-you posts pre & post event
- 1 Staying Connected e-newsletter mention



\$600

Welcome Table Sponsor

Brand Activation & Visibility

- Exclusive branding at registration station
- 1 hole signage
- Event signage recognition
- Tournament speech acknowledgment
- Website recognition

Digital Exposure

- 2 social media thank you posts pre & post event
- 1 Staying Connected e-newsletter mention





\$400

Hole Sponsor

- Branded hole signage
- Event sponsor signage recognition
- Social media acknowledgment
- Dinner reception recognition



SPONSOR PACKAGES

	Premier Ace \$10,000	Eagle \$6,500	Birdie \$3,000	Feature Dinner \$2,500	Exclusive Lunch \$2,000	Par Package \$1,500	Welcome Table \$600	Hole Sponsor \$400
Golf for 8 (18 holes, carts, lunch & dinner)	●	●						
Golf for 4 (18 holes, carts, lunch & dinner)			●	●	●	●		
DIGITAL & SOCIAL PROMOTION								
2-Week Paid Boosted Social Media Campaign	●							
Minimum 3 E-Blast Inclusions	●	●						
Social Media Thank-Yous (IG, LI, FB)	4 Posts	3 Posts	2 Posts	2 Posts	2 Posts	2 Posts	2 Posts	●
Staying Connected Newsletter Inclusion	3 Issues	2 Issues	1 Feature	1 Mention	1 Mention	1 Mention	1 Mention	●
PROMOTIONAL VISIBILITY								
Tournament Webpage	Prominent	Premium	●	●	●	●	●	
Event Emails/E-Blasts	Minimum 4	2						
Two Week Paid Social Graphics	Exclusive							
Printed Collateral	Prominent	Premium						
Official Event Sponsor Signage	Prominent	●	●	●	●	●	●	●
Main Website Banner	●							
Branded Hole Signs	5 Signs	2 Signs	2 Signs			1 Sign	1 Sign	1 Sign



SPONSOR PACKAGES

	Premier Ace \$10,000	Eagle \$6,500	Birdie \$3,000	Feature Dinner \$2,500	Exclusive Lunch \$2,000	Par Package \$1,500	Welcome Table \$600	Hole Sponsor \$400
ACTIVATIONS								
Speech Acknowledgment	●	●	●	●	●	●	●	●
On-Course Hydration & Snack Station Activation	●							
Contest Selection	●							
Co-Branded Custom Hats (All Golfers)	●							
Exclusive Branding: Reception & Dinner				●				
Exclusive Branding: Lunch Area					●			
Exclusive Branding: Registration Table							●	
Choice: Branded Balls OR Cart Branding			●					
Opportunity for Branded Swag/Gifts		●						



A PARTNERSHIP BEYOND THE COURSE

Your partnership does not just support one day; it supports a lifetime. While the event concludes at the 18th hole, 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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