



KIDS' RUN CLUB

DOCTORS HELPING YOUTH
lead healthy, active lives



SPONSORSHIP PACKAGE 2017

ABOUT KIDS' RUN CLUB

The Kids' Run Club is a free, school-based running program designed to get children and youth active. This year the goal is to get **17,500 kids in 270 schools** laced up and participating in the program.

The program aims to educate children about living a healthy life while giving them an opportunity to be active through running. Its goal is to encourage children to form healthy habits that become part of their lives as adults. The program includes a girls-only component for junior and senior high schools.

Thanks to the hard work of the teachers, parents, physicians and medical school students who volunteer their time, there are Kids' Run Club groups in every school board in Nova Scotia. In 2016 alone, more than 60 new schools joined the program.

Doctors Nova Scotia has received two national awards for its efforts to promote active, healthy living through Kids' Run Club, and the program has been replicated in Alberta and Ontario.

KIDS' RUN CLUB OUTLINE

School groups run together up to three times a week. Participants build their endurance in order to complete a final fun run of 2.1, 4.2 or 5 km. Doctors Nova Scotia provides all participants with a running log when they join and a finisher's prize at the conclusion of the program.

AUDIENCE PROFILE

- 17,500 school-aged participants
- Parents of students in elementary, junior high and high schools across the province
- Coaches and teachers in 270 participating schools in every school board in Nova Scotia
- Over 3,500 Nova Scotian physicians

ABOUT DOCTORS NOVA SCOTIA

Doctors Nova Scotia is the professional association representing all physicians in Nova Scotia. It represents over 3,500 members and is the oldest medical association in Canada. The membership includes practising physicians, retired physicians, medical students and residents.

**81% of Nova Scotia elementary schools
TAKE PART IN KIDS' RUN CLUB**



**KIDS'
RUN
CLUB**

GOLD SPONSOR **\$30,000 PER YEAR | EXCLUSIVE POSITION**

Logo on all Kids' Run Club program materials, including:

- Running log (17,500 copies)
- Participant prize (17,500 backpacks)
- Print ads
- Marketing materials
- School pride posters (approx 250 in schools)
- Certificate of achievement
- Program page on Doctors Nova Scotia's website

Brand activation opportunities at Kids' Run Club events (when appropriate)

Sponsor recognition at events including the Blue Nose Marathon and Cape Breton Fiddlers Run, provincial phys. ed. in-service, and at more than 200 school visits annually

Use of Kids' Run Club logo (approval required)

Five half-page colour ads and one full-page colour ad in *doctorsNS* magazine (circulation of 3,300 physicians)

Five registrations for the Blue Nose Marathon

Opportunity to use the Kids' Run Club booth at the Blue Nose Marathon (subject to Blue Nose approval)

First right of offer to sponsor other DNS events (such as annual conference)

Two invitations to social events at Doctors Nova Scotia annual conference, including accommodations

Recognition through DNS social media activities

Three-year agreement

**97% of coaches said they WILL DO
THE PROGRAM AGAIN NEXT YEAR**



IN THE NEWS

KRC is frequently featured in the news, including the *Chronicle Herald*, *GlobalTV* and *CTV Morning Live*. Here we are at Atlantic Memorial Terrance Bay Elementary with **Cyril Lunney of CTV Morning Live** in October 2015.

SPONSOR LOGO EXPOSURE 2015-16

Banner Display

- Fanfit Challenge, March 2016 – 600 participants/volunteers
- Blue Nose Marathon, May 2016 – 14,000 participants, including 4,300 youth run participants
- Cape Breton Fiddlers Run, June 2016 – 1,500 youth run participants

Media

- CTV Morning Live, October 2015
- Sport Nova Scotia Sport Quarterly – September 2015, March 2016, June 2016
- Metro Halifax ad (thanking KRC sponsors) – May 2016

Other

- Tweets via @KidsRunClub_DNS and @Doctors_NS
- KRC ads on Facebook and Twitter
- Doctors Nova Scotia website
- 3,000+ KRC ads distributed to N.S. students at Milk Energy Sport Fair Program, Cape Breton – May 2016



**KIDS'
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SILVER SPONSOR

\$15,000 PER YEAR | LIMIT OF THREE

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- Certificate of achievement
- Program page on Doctors Nova Scotia's website

Brand activation opportunities at Kids' Run Club events (when appropriate)

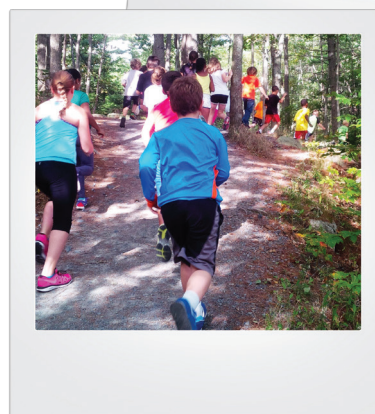
Sponsor recognition at events including the Blue Nose Marathon and Cape Breton Fiddlers Run, provincial phys. ed. in-service, and at more than 200 school visits annually

Use of Kids' Run Club logo (approval required)

Two half-page colour ads in *doctorsNS* magazine (circulation of 3,300 physicians)

Recognition through DNS social media activities

Three-year agreement



BRONZE SPONSOR

\$7,500 PER YEAR | LIMIT OF FIVE

Logo on all Kids' Run Club program materials, including:

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- Participant prize (17,500 backpacks)
- Print ads
- Marketing materials
- School pride posters (approx 250 in schools)
- Certificate of achievement
- Program page on Doctors Nova Scotia's website

Use of Kids' Run Club logo (approval required)

Recognition through DNS social media activities

Three-year agreement