



FIESTA MEXICANA

Making raising
money for
healthcare the
talk of the town.

CMH  **REVEAL**



Friday, February 21, 2025

We invite you to join us at this go-to healthcare fundraiser, in support of Cambridge Memorial Hospital (CMH).

Last year's event raised more than \$500,000 for our Community Hospital thanks in large part to corporate partnerships. This event brings together a variety of attendees making it a worthwhile event for your sponsorship investment. We offer an opportunity for direct access to hospital leadership and physicians, and affluent business leaders.

We know each organization that supports our work is unique. The Foundation team is eager to help you meet your sponsorship goals and report back to you on the impact of your investment. Let's discuss how we can make supporting your local Hospital a top priority for your organization.

Together, we make it possible.



Location

Tapestry Hall, 74 Grand Ave S. Cambridge



Time

5:30pm – 11:30pm



Anticipated Number of Participants

350



Ticket Price

\$300



Event Contact

Katie McMullen
Development Officer, Events
kcmullen@cmh.org
519-621-2333 x 2446

Sponsorship Opportunities are now available for 1 to 3 year commitments and include naming opportunities.

cmhfoundation.ca

CaringCOMMUNITY

Our brand new Hospital is open with renovations nearing completion, making CMH the most technologically advanced Hospital in the Region.

Did you know that community dollars fund 100% of the equipment in our Hospital?

This year, funds from CMHReveal will support the purchase of an additional Mammography unit for CMH. Last year we provided more than 3,600 mammograms to women in our Community, nearly 12% more than the previous year. A mammogram is the only test shown to reduce breast cancer deaths through early detection.

Our Diagnostic Imaging Department is expanding to meet the growing needs of our Community. The team has grown to 90 staff, including Radiologists, Medical Radiation Technologists and Diagnostic Medical Sonographers, with expertise in breast cancer screening.

With the recommended mammogram screening age reduced to age 40 screening requests have increased. To meet community demand, we look to our donors to help fund an additional Mammography unit at CMHReveal. The full cost of this equipment is \$410,000.

Will you help support the women living in our Community?

Help us place the best tools possible in the hands of exceptional doctors, nurses, and healthcare professionals. Together, we can do so much more.



CaringSPONSORSHIP



By supporting CMHReveal you can anticipate the following benefits:

- › Access to influential invitees and guests. Our diverse group of attendees includes hospital leadership, physicians and front-line medical staff. We also draw support from the private sector including large financial institutions, construction contractors, realtors, land developers, and local government officials.
- › Exposure to our extensive donor list, e-newsletter list and social media followers. We have an extremely dedicated group of donors and our newsletters and social media channels boast engagement rates more than double the industry average among Canadian non-profits. Our e-newsletter has an impressive 65% open rate with a click-through rate of nearly 40%.
- › Alignment of your organization with Cambridge's brand new state-of-the-art Hospital.
- › A key role in the success of CMHReveal 2025, and in our fundraising for Mammography.
- › Feel proud knowing your support places the best tools possible in the hands of physicians and care teams.
- › Contribute to exceptional care close to home for our Community, where many of your employees work or live.

Simply put, your support will change and save lives every day.



EventSPONSORSHIP

RECOGNITION & PROMOTION INVESTMENT	CaringLEAD \$25,000	CaringPLATINUM \$15,000	CaringGOLD \$7,500	CaringSILVER \$5,000	CaringBRONZE \$3,000
MARKETING & COMMUNICATIONS COMMITMENTS					
Category Exclusivity	X				
Event Webpage	LOGO	LOGO	LOGO	LOGO	TEXT
Social Media	MINIMUM 6 MENTIONS	MINIMUM 4 MENTIONS	NAME MINIMUM 2 MENTIONS	MINIMUM 1 MENTIONS	MINIMUM 1 MENTIONS
Foundation E-Newsletter	PROMINENT LOGO RECOGNITION	LOGO	NAME LISTING	NAME LISTING	
Event Ticket Acknowledgement	X				
Pre-Event Communication	LOGO AND TEXT	LOGO	NAME LISTING		
Post-Event Communication	LOGO AND TEXT	LOGO	NAME LISTING		
Post-Event Acknowledgement & Press Release	PROMINENTLY FEATURED	NAME LISTING	NAME LISTING		
Public Thank You on Digital Donor Wall in CMH Lobby	LOGO	LOGO	NAME LISTING	NAME LISTING	
Post Event Video Recognition	LOGO				
Post Event Report with the Impact of your Investment	X	X	X	X	
Invitation to Donor Stewardship Event with CMH Leaders	X	X	X	X	X
Room Naming Commitment	2 YEAR	2 YEAR	3 YEAR		
EVENT DAY COMMITMENTS					
Tickets for Gala	8	8	6	4	8
Inclusion in VIP Reception	X	X	X		
Digital Onsite Recognition	ALL EVENT THEME SLIDES	PROMINENT SCROLLING DISPLAY	SCROLLING DISPLAY	SCROLLING DISPLAY	
Program Ad	FULL PAGE	HALF PAGE			
Program Recognition	LOGO FEATURED THROUGHOUT	LOGO SPONSOR BLOCK	LOGO SPONSOR BLOCK	TEXT SPONSOR BLOCK	TEXT SPONSOR BLOCK
Verbal Recognition by our Host Layne the Auctionista and Prominent Interaction with them Throughout Evening	X	X			
Inclusion in Formal Event Program via Pre-Recorded Video	X				
Preferred Seating	X	X	X		
Opportunity to Host CMH Leadership or Physicians	X	X			
Exclusive Recognition of Event Performance Component	X				



2024