



...a unique sponsorship opportunity.



The
Kirkland
Kilbride
Research Fund



www.mitomarch.ca



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280 Quay St., Georgetown, ON L7G 5M8 - 905.873.0001



Imagine finding out that your two month old child has a rare disease that affects one in five thousand Canadians, and that the disease is fatal.

You also discover that because this disease is so rare, there is minimal research being done, therefore little hope of finding a cure.

This is our hope...





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Who We Are

We are a group of volunteers whose goal is to promote awareness and raise funds in support of mitochondrial disease research at The Hospital for Sick Children.

- As a result of our fundraising initiatives, The Kirkland Kilbride Research Fund was established through **SickKids** FOUNDATION in 2007.
- Our entire donations are channelled directly to Dr. Brian Robinson's Mitochondrial Research Lab through **SickKids** FOUNDATION.

CRA Business #108084419RR0001

SickKids FOUNDATION Event Code: 10ETWKFK





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About Mitochondrial Disease

Mitochondrial diseases affect 1 in 5,000 Canadians, yet research funding for these low profile diseases is drastically needed.

- 50% of people who develop mitochondrial diseases are under the age of five. Many will not reach their teen years.
- These rare diseases attack the body at the cellular level. The mitochondria are responsible for converting food into energy.
- Those affected, experience inadequate energy production. When this happens on a large scale, whole systems begin to fail and eventually shut down.
- The larger organs suffer the most: the brain, heart, muscles, nervous system, kidneys, lungs and liver. Why? They require the most energy. The end result ... cell death and organ failure.





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Why We Do What We Do

Kirkland was born with a mitochondrial disease -probable Complex One Deficiency.

- The consequences? Serious problems with Kirkland's metabolism process caused deadly side effects. Sadly, Kirkland's battle ended in December 2007, but his team of volunteers continues to work on his behalf.
- We realize that there might be hope for others, if research funding can be found. Unlike more well-known diseases, the rarity of 'mito' diseases proves problematic in generating research funding.
- We continue to witness children dying of mitochondrial complications and recognize that the only solution lies in disease research!
- We believe in our researchers! They continually report on their progress in the lab and are accountable to our donors. We feel this is unique and are proud of the role we serve in the advancement of worldwide mitochondrial disease research at **SickKids Hospital**.





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How Funds are Raised

Our main fundraiser, the **Mito March For Kirkland**, a non-profit, 5 km family run-walk is held each May in Georgetown, Ontario.

- Proceeds consist of: participant pledges, corporate donations and event revenue generated through in-kind services and prize donations.
- Businesses, community groups and schools participate in our '**Generating Energy Link by Link**' campaign. \$1 donations are collected for paper links that are joined together to form an Energy Chain. At the Mito March all chains are linked together creating one mass chain displayed along the walk route.
- Baseball tournaments, golf tournaments, community car washes, bake sales and garage sales have also been held in Kirkland's honour.
- Schools and individual children have joined the '**Kids Believe in SickKids**' program and organized fundraising initiatives of their choice. All proceeds are directed to The Kirkland Kilbride Research Fund.





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Event Profile

- **Event** 5th Annual **Mito March For Kirkland**
- **Date** Sunday May 24, 2009
- **Location** Georgetown, Ontario
- **Time** Registration opens 8:00am; Official Start 9:00am
- **Place** Gellert Community Park
- **Pledges** On-line, mail, pre-event registration and day-of-event registration.
- **Route** 5K Run-Walk route through the park.
- **Post Run-Walk** Activities include a BBQ, entertainment, celebrity guests, children's activities and prize draws.





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Marketing and Promotions

Mito March For Kirkland will implement the following marketing and promotional campaigns:

- Sponsor-supported ads
- Posters and brochures distributed throughout GTA, Halton, and Hamilton areas
- Extensive local PR campaign resulting in a variety of special interest stories
- Event listings in various city publications
- PSA's through local media outlets
- Celebrity support
- Grassroots promotions
- Event postings in churches, schools and community centres throughout each community
- Web site profile
- All marketing and promotional efforts will be designed to maximize awareness of the event and its corporate supporters by driving participant recruitment and fundraising.





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Sponsorship Opportunities

Gold Sponsor

Mito March For Kirkland will provide the following 'Gold Sponsorship' benefits:

- On-site and printed material recognition including logo recognition on: pledge forms, start/finish banner, on-site 4'X8' banner, Mito March website with links, t-shirts and Thank-You board.
- P.A. acknowledgement as Gold Sponsor through scripted messages throughout the event and during speeches.
- Gold Fee: \$500
- Commitment required by April 15, 2009.





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Sponsorship Opportunities

Event Supplier

Mito March For Kirkland will provide the following 'Event Supplier' benefits:

- On-site and printed material recognition including logo recognition on: pledge forms, start/finish banner, one on-site 4'X8' banner, Mito March website with links, t-shirts and Thank-You board.
- P.A. acknowledgement as Event Supplier via scripted messages throughout the event and during speeches.
- Fee: In-kind service or product valued at \$750+ retail.
- Commitment required by April 15, 2009.





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Sponsorship Opportunities

T-Shirt Sponsor

Mito March For Kirkland will provide the following 'T-Shirt Sponsor' benefits:

- Logo recognition on: 300+ event t-shirts, Mito March website with links and Thank-You board.
- P.A. acknowledgement of T-Shirt Sponsors on event day.
- Fee: \$300
- Commitment required by April 15, 2009.





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The Benefits are Worth It!

Mito March For Kirkland funded studies are now on-going in the mitochondrial research lab at **SickKids** Hospital.

- Innovative laboratory equipment has been purchased.
- Several drugs and natural plant extracts found to increase mitochondrial activity have been identified. Hope exists that these findings could lead to drug treatments currently unavailable to patients of mitochondrial disease.
- A new gene believed to be responsible for sudden heart failure in children has been discovered.
- Patient diagnostic tests, previously unavailable, now take place at **SickKids**.
- Two new mitochondrial diseases were identified last year.

We consider these to be wonderful advancements in this rare field of research. 2009 donations will continue to support these projects.





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How Your Organization will Benefit From Involvement

- Canadians will know that you care by aligning with an important health cause in a positive and impacting way.
- **Mito March For Kirkland** is unique in its appeal and differentiates itself from other walks.
- Getting involved with **Mito March For Kirkland** will demonstrate your vision and leadership in funding contributions to this critical health issue that dramatically affects Canadian children and their families.



For more information visit: www.mitomarch.ca



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Mitochondrial researchers at **SickKids Hospital** talk of a very realistic possibility of developing drug treatments for mitochondrial diseases if research funding can be found.

This hope, along with the highly positive impact from the first four events, has reaffirmed our commitment to even greater fundraising efforts in 2009!



*Over \$164,000 has been donated to date through
The Kirkland Kilbride Research Fund!*

With your commitment, the possibilities are endless!

Our Supporters are Tops! Thank you.



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