



Birch Mountain Enterprises LP
Proud Member of Fort McKay Group of Companies



BE A SPONSOR

2023 SPONSORSHIP OPPORTUNITY GUIDE BOOK

SEPTEMBER 23, 2023
SNYE PARK

NORTHERN LIGHTS
Health
Foundation





MESSAGE FROM NORTHERN LIGHTS HEALTH FOUNDATION

The NLHF Hospital Bed Races, sponsored by Birch Mountain Enterprises LP, are throttling up with a vengeance this year. The races take place on the Upper Level Parking Lot at the Snye on Clearwater Drive, starting at 11AM when the green flag drops. Teams are encouraged to dress in costumes that reflect their spirit and determination.

In addition to the Golden Bedpan Trophy for the fastest team, Team Spirit and Fundraising prizes are up for grabs as well. Teams of 4 runners will be dressed in their best team spirit and will push a hospital bed with a 150lb sandbag 'Bedbug' in 50-metre sprints for a chance to win the coveted Golden Bedpan Trophy. Teams will raise pledges to participate with all funds staying in the community to advance local healthcare projects that keep healthcare close to home.



Great healthcare is for everyone and is everyone's cause. We are encouraging community members, community groups, businesses, and industry partners to get involved—sponsor and register a team. Have fun fundraising and racing as you push the hospital beds and maybe you will win the Golden Bedpan Trophy!

We'll see you at the races!

Cindy Ameronge
Executive Director



MESSAGE FROM OUR PRESENTING SPONSOR

Birch Mountain Enterprises LP is thrilled to announce our role as presenting sponsor for the upcoming Northern Lights Health Foundation's Bed Races, with all proceeds benefiting our region's healthcare. We invite you to register a team, donate or become a sponsor for this extraordinary event, and join us in making a profound impact on healthcare advances in our region.

"Being part of this event as the presenting sponsor fills us with immense pride," says Chris Wilson, CEO and Managing Partner of Birch Mountain Enterprises LP. "It is an incredible opportunity for

us to demonstrate our commitment to family and community by supporting the vital healthcare services provided by the Northern Lights Regional Hospital."

At Birch Mountain, not only do we firmly believe in taking care of our employees, but also this community and the well-being of the families in our region. Our commitment to local healthcare initiatives has never been stronger, and we are proud to stand with the people of the Regional Municipality of Wood Buffalo and invest in a healthier future for everyone.



Your participation in the bed races will help raise crucial funds for the Northern Lights Health Foundation, ensuring state-of-the-art equipment and services are readily available to everyone in need. Together, we can build a healthier future for all.

Register your team today and prepare for a day of friendly competition, laughter, and meaningful connections. Don't miss out on the chance to be part of something extraordinary.

Visit [BedRace.GiveToNLHF.ca](https://www.BedRace.GiveToNLHF.ca) to learn more and how you can get involved. Join Birch Mountain Enterprises LP and other visionary companies in supporting healthcare advances at the Northern Lights Regional Hospital. Collectively, we can make a lasting impact on our community!





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Thank you



Birch Mountain Enterprises LP
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- Company representative to make opening remarks at event
- Opportunity to be part of planning committee
- Social media video prior to event
- Logo on trophy – displayed pre- and post-race
- Company logo displayed on all race banners
- Company logo on website and all print materials
- Company representative to present trophy to winning team
- Company representative to attend press conference kickoff
- Company logo incorporated into event logo
- Event logo/Company logo on volunteer gear
- Opportunity to provide company swag for participant gift bags
- Radio advertising mentions
- Social media mentions throughout event
- Photo opportunities at event
- First right of refusal for the 2024 Hospital Bed Races
- Special mention in the 2023–2024 Report to the Community
- Volunteer opportunities for employees



GRAND PRIX SPONSOR

\$7,500

ONE (1) AVAILABLE

- Company representative to make closing remarks at event
- Company logo displayed on applicable race area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Company logo on volunteer gear
- Opportunity to provide company swag for participant gift bags
- First right of refusal for the 2024 Hospital Bed Races
- Special mention in the 2023-2024 Report to the Community
- Volunteer opportunities for employees



SPONSORSHIP OPPORTUNITIES

SAFETY SPONSOR

Thank you

- Social media safety moment video prior to event
- Company to present safety moment prior to the start of the races
- Company logo displayed on applicable race area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- First right of refusal for the 2024 Hospital Bed Races
- Special mention in the 2023-2024 Report to the Community
- Volunteer opportunities for employees





RACE LEADER SPONSOR

\$5,000

ONE (1) AVAILABLE

- Company representative(s) to bring greetings from the stage and talk about personal leadership in action
- Company logo will be displayed on applicable event area(s)
- Company logo will be recognized through social media
- First right of refusal for HBR 2024
- Company logo with message displayed on NLHF website
- Opportunity to provide company swag in participant gift bags
- Company volunteer opportunities



SPONSORSHIP OPPORTUNITIES

RACE TRACK SPONSOR

Thank you

Aluma > **SAFWAY**[™]

- Company names the race track for event
- Company logo displayed on applicable race area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- First right of refusal for the 2024 Hospital Bed Races
- Special mention in the 2023-2024 Report to the Community
- Volunteer opportunities for employees



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FUEL STATION SPONSORS

Thank you

- Company names the BBQ Fuel Station for event
- Company logo displayed on applicable race area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- First right of refusal for the 2024 Hospital Bed Races
- Special mention in the 2023-2024 Report to the Community
- Volunteer opportunities for employees





SPONSORSHIP OPPORTUNITIES

START LINE SPONSORS

Thank you

- Company logo will be displayed on applicable event area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- Volunteer opportunities for employees
- Opportunity for company representative to be the official starter for all heats

RAYMOND JAMES®





FINISH LINE SPONSORS

Thank you



- Company logo will be displayed on applicable event area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bags
- Volunteer opportunities for employees
- Opportunity for company representative to be the official starter for all heats



SPONSORSHIP OPPORTUNITIES

WARM UP SPONSOR

\$3,500

ONE (1) AVAILABLE

- Opportunity for company to lead the official warm-up of the event
- Company logo will be displayed on applicable event area(s)
- Company logo with message displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to provide company swag for participant gift bag
- Volunteer opportunities for employees



MEDIA SPONSORS

Thank you



SPONSORSHIP OPPORTUNITIES





PIT STOP SPONSOR



PIT CREW SPONSOR

AVAILABLE • \$2,000

- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Company logo will be recognized through social media
- Opportunity to hand out company swag to participants and crowd
- Volunteer opportunities for employees

RACE PARTNER

AVAILABLE • \$1,000

- Company logo will be displayed on applicable event area(s)
- Company logo displayed on NLHF website
- Volunteer opportunities for employees

GOODS & SERVICES PARTNER

AVAILABLE • TOP GEAR SPONSOR • \$2,500

- Company logo displayed at applicable event
- Company logo displayed on NLHF website
- Company logo used in social media campaign
- Opportunity to provide company swag for participant gift bag
- Volunteer opportunity for employees

AVAILABLE • POLE POSITION SPONSOR • \$1,500 – \$2,499

- Company logo displayed at applicable event
- Company logo displayed on NLHF website
- Company logo used in social media campaign

AVAILABLE • WHEELIE SPONSOR • \$500 – \$1,499

- Company logo displayed at applicable event
- Company logo displayed on NLHF website



SPONSORSHIP AGREEMENT

YES, WE WOULD LIKE TO SPONSOR THE HOSPITAL BED RACE 2023



I commit to sponsoring at the _____

Level for \$ _____

SPONSORSHIP OPPORTUNITIES AVAILABLE:

Grand Prix Sponsor
\$7,500

Lead Race Sponsor
\$5,000

Warm Up Sponsor
\$3,500

Pit Crew Sponsor
(6 Opportunities Available)
\$2,000

Race Partner
(6 Opportunities Available)
\$1,000

GOODS AND SERVICES SPONSORSHIPS AVAILABLE:

Top Gear Sponsor
\$2,500

Pole Position Sponsor
\$1,500 – \$2,499

Wheelie Sponsor
\$500 – \$1,499

Media Sponsor

If you are interested in participating in the event in addition to your sponsorship, please call Lorna Ash at 780-793-7347 or Stephanie MacKenzie at 780-791-6207

Please note – sponsorship payment can be made by credit card over the phone or by direct deposit or via cheque to the Health Foundation office. Payment deadline is August 31, 2023

Company Name (As you would like to be recognized) _____

Contact Name and Title _____

Telephone Number _____

Email Address _____

Address _____

City _____

Province _____

Postal Code _____

By signing, I agree to sponsor Hospital Bed Race 2023 as indicated above:

Signature _____

Date _____

Payment Options

Cheque*

Please Invoice

Credit Card

Name on the Card _____

Select Credit Card Type:

Card Number _____

Visa

MasterCard

American Express

Expiry Date _____

CVV _____