



# COUNTRY RUMBLE

Presented by:  **co-operators**

Brad Barbour Insurance Group Inc.

**September 17, 2023**  
Arboretum Centre, University of Guelph

**In support of:**



**Up and  
Running**  
GUELPH

# Our Story

With resounding evidence over the last 20+ years confirming the mental health benefits of time spent in nature, **Up and Running Guelph** was launched in 2016 by a team of passionate community members. Our mission is to **improve mental health and well-being through inclusive nature-based walking and running programs within a supportive community.**

Originally designed for women, who have higher rates of depression and anxiety, our programs harness the benefits of exercise, nature, and social connections. Since inception, **over 750 participants** have experienced a sense of belonging and improved mental well-being following our programs. Many have built lifelong friendships and over 75% continue to participate beyond their initial 10-week session.

Up and Running programs offer a low-cost, accessible, community-based tool to support early intervention and prevention of mental health challenges. With over 52% of Canadians reporting a decline in their mental health since 2020, we look forward to expanding our offerings to other groups as we grow our capacity.







# Our Event

Hosted on September 17, 2023, at The Arboretum - University of Guelph, **Country Rumble**, presented by **Co operators, Brad Barbour Insurance Group Inc.** is a community event that brings together **300+ attendees** from Guelph and surrounding areas.

With a **wide variety of activities to choose from**, including a unique walking and running course, guided cycling routes, live music showcasing local talent, workshops and children's activities, **Country Rumble** is guaranteed to have something for everyone!

Our community continues to experience unprecedented levels of burnout, and a decline in their mental health. With your help, we are hoping to raise **\$35,000**. **All proceeds will be directed towards Up and Running Guelph** to ensure the continued delivery and expansion of low-cost, accessible, safe and supportive programs.





# Why do we need to raise **\$35,000**?

- 100% of our funding comes from fundraising activities (events, donations, grants, sponsorships)
- 1 in 5 people in Canada will personally experience a mental health problem or illness.
- By age 40, about **50% of the population will have or have had a mental illness.**
- Over the last 3 years, our work, family, and social lives have been profoundly impacted by the pandemic. These impacts have created new barriers to accessing mental health care while exacerbating existing barriers.
- In 2022, we served **over 200 folks** in our community and are actively working on expanding program offerings to meet the growing needs of our community.







# SPONSORSHIP OPPORTUNITIES



## Title Sponsor



### Prior to the event:

- Name incorporated in the event logo
- Name included in the press release
- Name in program and



**co-operators**

Brad Barbour Insurance Group Inc.

- Logo on thank you letters to all attendees
- Certificate acknowledging your support
- 6 entry spots for event

### Post event:

- Logo on thank you letters to all attendees
- Certificate acknowledging your support

## Community Builder \$4000



### Prior to the event:

- Presence on our website
- Social media recognition

### At the event:

- Sponsorship of 2 event workshops of your choice
- Logo featured on 6 signs throughout the event venue
- Your logo featured on the event T-Shirt
- Bring a team of volunteers to represent your business and support event participants
- Branded Tent (supply your own)
- Logo in program
- 5 entry spots for event

### Post event:

- Certificate acknowledging your support

**\*EXCLUSIVE\***

## Team Builder \$3000



### Prior to the event:

- Presence on our website
- Social media recognition

### At the event:

- Logo on thank you letters to all attendees
- Certificate acknowledging your support
- 4 entry spots for event

### Post event:

- Certificate acknowledging your support

**\*EXCLUSIVE\***

## Entertainment Sponsor \$2500



### Prior to the event:

- Presence on our website
- Social media recognition

### At the event:

- Logo on thank you letters to all attendees
- Certificate acknowledging your support
- 3 entry spots for event

### Post event:

- Certificate acknowledging your support

**\*EXCLUSIVE\***

## Food Sponsor \$2000



### Prior to the event:

- Presence on our website
- Social media recognition

### At the event:

- Logo on thank you letters to all attendees
- Certificate acknowledging your support
- 2 entry spots for event

### Post event:

- Certificate acknowledging your support

**\*EXCLUSIVE\***

## Cheerleader \$1500



### Prior to the event:

- Presence on our website
- Social media recognition

### At the event:

- Logo featured on event T-Shirt
- Logo in program
- 2 entry spots for event

### Post Event:

- Certificate acknowledging your support

**\*LIMITED\***

We are happy to work with you to customize a package that meets your needs!  
For more information please contact:  
Kelly Legge - [kelly@upandrunningguelph.ca](mailto:kelly@upandrunningguelph.ca)



**Teammate \$500**

Logo displayed on its own sign at the event



# Title Sponsor | co-operators

Brad Barbour Insurance Group Inc.

## Prior to the event:

- Name incorporated in the event logo
- Name included in the press release
- Name included in all promotional materials and activities
- Presence on our website
- Social media exposure as our Title Sponsor

## At the event:

- Your logo on featured on the event T-Shirt
- Advertisement in the program
- Opportunity to address the event attendees
- Branded Tent (supply your own)
- Bring a team of volunteers to represent your business and support event participants
- 6 entry spots for the event

## Post event:

- Certificate acknowledging your support on display at event





# Community Builder | \$4000

## Prior to the event:

- Presence on our website
- Social media recognition

## At the event:

- Sponsorship of 2 event workshops of your choice
- Your logo featured on 6 signs throughout the event venue
- Your logo on featured on the event T-Shirt
- Bring a team of volunteers to represent your business and support event participants
- Branded Tent (supply your own)
- Logo in the program
- 5 entry spots for the event

## Post event:

- Certificate acknowledging your support on display at event

**\*EXCLUSIVE\***





# Team Builder



## Prior to the event:

- Presence on our website
- Social media recognition

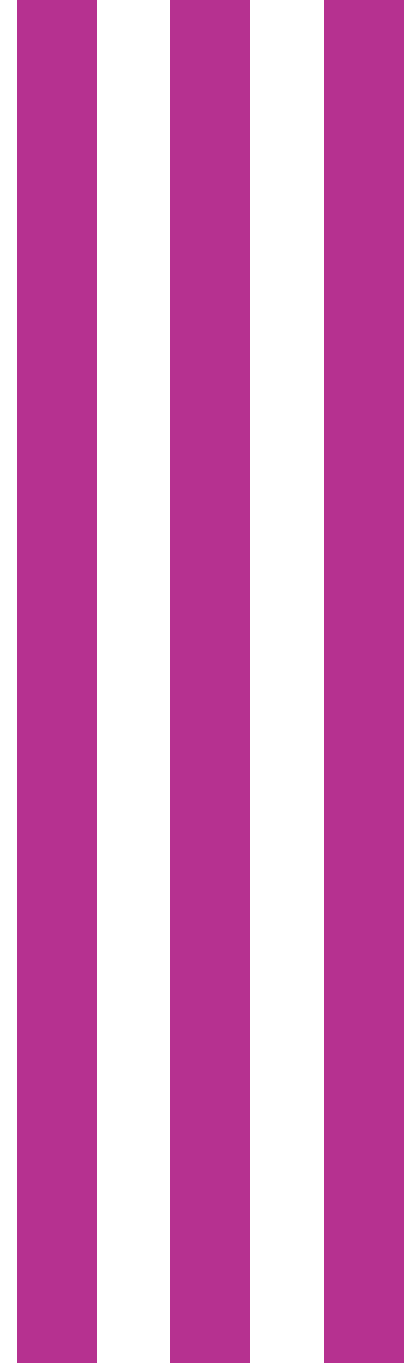
## At the event:

- Sponsorship of 1 event workshop of your choice
- Your logo featured on 3 signs throughout the event venue
- Your logo on featured on the event T-Shirt
- Bring a team of volunteers to represent your business and support event participants
- Branded Tent (supply your own)
- Logo featured in the program
- 4 entry spots for the event

## Post event:

- Certificate acknowledging your support on display at event

**\*EXCLUSIVE\***





# Entertainment Sponsor |



## Prior to the event:

Presence on our website  
Social media recognition

## At the event:

Logo featured on 3 signs displayed prominently throughout event venue and in front of the stage  
Your logo on featured on the event T-Shirt  
Branded Tent (supply your own)  
Logo featured in event program  
3 entry spots for the event

## Post event:

Certificate acknowledging your support  
on display at event

**\*EXCLUSIVE\***





# Food Sponsor |



## Prior to the event:

- Presence on our website
- Social media recognition

## At the event:

- Logo featured on food provided for event participants
- Branded Tent (supply your own)
- Your logo on featured on the event T-Shirt
- Logo featured in event program
- 2 entry spots for the event

## Post event:

- Certificate acknowledging your support on display at event

**\*EXCLUSIVE\***





# Cheerleader | \$1500

## Prior to the event:

- Presence on our website
- Social media recognition

## At the event:

- Logo featured on event T-Shirt
- Logo featured in event program
- 2 entry spots for the event

## Post event:

- Certificate acknowledging your support on display at event

**\*LIMITED\***





# Teammate | \$500

## Prior to the event:

- Presence on our website
- Social media recognition

## At the event:

- Sign at the event featuring your logo

## Post event:

- Certificate acknowledging your support on display at event





# Auction Prize Sponsor | by donation

Opportunity to provide a unique auction prize for the event which will be prominently displayed online with your name.

Some prizes may be chosen for game prizes and will also be publicly thanked and featured in prominent ways.

Charitable tax receipts can be issued, upon request, for the donation of a prize.





# Summary

- **Title Sponsor | SOLD**
- Community Builder | \$4000
- **Team Builder | SOLD**
- **Entertainment Sponsor | SOLD**
- **Food Sponsor | SOLD**
- Cheerleader | \$1500
- Teammate | \$500
- Prize Donor | By Donation

Email [kelly@upandrinningguelph.ca](mailto:kelly@upandrinningguelph.ca) to confirm or for more information

Like and Share our Media Posts

Mark September 17, 2023 on your calendar

