



  
**MOON IN JUNE**  
**ROADRACE**

**Saturday, June 10, 2023**  
**Sponsorship Opportunities**

in support of



Radius Child & Youth Services™  
PREVENTION • INTERVENTION • RESEARCH

**Become part of something great!**

# Over 30 years of helping the community. More than \$1 million raised for local charities.

“When we started the Moon in June in 1990, we had no idea how **BIG** this event would become. We started with 50 people running on the sidewalks of downtown Burlington. In 2022 we had over 1,200 participants, thousands of spectators, 150 volunteers, four race options and a party for all involved. 2022 marked the fifteenth year that the Moon in June donates proceeds from the race to Radius Child and Youth Services. Nothing beats the feeling of delivering a cheque that helps children and teens affected by abuse.

*Become part of something GREAT! Sponsor, donate or participate and help these amazing kids get the help they need.”*

*Greg Pace of PACEperformance – MiJ Organizer*

The Moon in June Road Race (MiJ) is one of the most anticipated races in Halton each year. Since 1990, thousands of participants have been entertained, challenged and motivated to embrace a lifestyle of both fitness and generosity. This family friendly event is one of the longest standing, truly charitable running events in Halton and together, we have donated over one million dollars to local charities. Now, that’s something to be proud of!

Radius Child and Youth Services has been MiJ’s charity of choice for 16 years. Radius provides clinical assessment and counselling to children, youth and families affected by abuse, neglect and violence. All sponsorship and funds raised by Moon in June go directly to providing these specialized services and support to kids who need it, when they need it the most.

With the help of our amazing volunteers, organizers and supporters, the Moon in June continues to grow and evolve every year. There are two goals at the heart of everything we do:

1. To provide an exciting, innovative running event that offers something for every age and fitness level. Moon in June is always family friendly, fun and unique.
2. To ensure all children have timely access to the support and treatment they need to heal from the trauma of abuse, neglect and violence. We believe NO child should have to wait!

Your sponsorship will help build bright and healthy futures for children, youth, families and communities.

Our Moon in June Sponsorship Team believes in developing tailored partnership opportunities that are a “win” for both your company and Radius’s young clients. Please review the attached sponsorship package and contact us to get involved.

# RACE HIGHLIGHTS

- Date: **Saturday, June 10, 2023** • Time: 4:00 pm - 11:30 pm.
- The race brings thousands of spectators to downtown Burlington.
- Over 1,200 runners and walkers enter the race each year.
- This is a family-friendly event that offers something for everyone!
- 1 km Meredith's Fun Run - age related waves to assure safety and fun.
- Gordon's Grand K - 1 km walk for mature adults.
- 5 km walk/run and 10 km run through scenic downtown Burlington under the light of the moon.
- Safety is paramount at the MiJ - roads are closed and patrolled, and participants are provided the necessary support on route.
- All participants will enjoy complimentary food, drinks, and adults are welcome to enjoy our beer garden (1 drink ticket per adult entry included in registration).
- Free Kidsfest - a carnival-like event complete with bouncy castle, face painting, games and super hero visitors.
- Our Sports Expo is always popular with participants and gives sponsors the opportunity to promote their products and services.
- The awards ceremony and after-party are held at the end of the races in Burlington's Town Square.





## About Radius

Radius helps children, youth and families build their futures free from abuse, neglect and violence.

*Thank you to the sponsors who help make the Moon in June Road Race a huge success!*

Radius has been helping children, youth and families affected by abuse, neglect, and interpersonal violence for more than 40 years. We've accomplished great things and have been witness to thousands of inspiring stories of strength, resiliency and hope. But our work is far from done. Since the beginning of the pandemic Radius has seen a staggering increase in referrals for our abuse specific, mental health services. Currently, Radius has a 2 year wait list, making the MiJ more important to our young clients than ever before.

Together we can do more! We must invest in research, education and training, prepare for the future and ensure MORE children and youth receive the care they need.

**Become part of something great! Join us in building futures free from abuse.**

For more information about the work we do at Radius Child and Youth Services, please visit our website:

[www.radiuscys.ca](http://www.radiuscys.ca)



Radius Child & Youth Services<sup>TM</sup>  
PREVENTION • INTERVENTION • RESEARCH

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# SPONSORSHIP HIGHLIGHTS

The Moon in June Road Race is a community based run that provides sponsorship and marketing opportunities tailored to the needs of your company. Our experienced and professional fundraising and marketing team is dedicated to working with all corporate partners to meet your marketing objectives.

Supporting the MiJ Road Race enables your company to be affiliated with Ontario's leading provider of specialized child abuse treatment and highlights your commitment to building communities free of abuse, neglect and violence. We invite you to be part of something great!

Please feel free to contact: Greg Pace, **PACEperformance** at [Greg@paceperformance.ca](mailto:Greg@paceperformance.ca) | 905.467.1301

or

Margaret McConnell, Fundraising Manager, Radius Child and Youth Services | [mmcconnell@radiuscys.ca](mailto:mmcconnell@radiuscys.ca) | 905.825.3242 ext. 229

Expected Participants: **1,500 plus** | Social Media & Mailing List Reach: **over 5,000**

Volunteers: **over 150**

Dedicated website: **[www.mooninjune.ca](http://www.mooninjune.ca)**

Dedicated Social Media:

**[facebook.com/mooninjuneburlington/](https://facebook.com/mooninjuneburlington/) • [instagram.com/mooninjune10k/](https://instagram.com/mooninjune10k/) • [twitter.com/mooninjune25](https://twitter.com/mooninjune25)**

## All event sponsors are offered the following:

- Recognition in race material, t-shirts, MiJ/Radius website and social media and media coverage.
- The opportunity to provide banners/signs throughout the race course.
- Signs on the Start/Finish line included at all levels.
- Recognition on over 5,000 distributed MiJ registration forms.
- Recognition on MiJ posters displayed throughout Halton and Hamilton reaching over 25,000.
- Inclusion of company information or SWAG in runners race kits.
- The opportunity to have a corporate booth at the MiJ Sports Expo.
- Engage employees in team fundraising/participation.
- Mass email mention(s) to runners and volunteers (over 6,000 contacts).



“The Moon in June was the first race I ever ran. That was 10 year’s ago. Me and my family come back every year and the race just gets better and better!” ~ John K., MiJ Enthusiast



## TITLE SPONSOR - EXCLUSIVE (1 AVAILABLE)

\$15,000 FOR 1 YEAR • \$28,000 FOR 2 YEARS • \$40,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo featured with top-billing, above the MiJ Logo on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Opportunity to speak before the race starts or at the awards ceremony.
- Opportunity to be an official race starter.
- Company name featured as **Title Sponsor** on all editorial, media and social media references about MiJ.
- Complimentary company booth in the evening Sports Expo.
- Opportunity for your company to provide banners throughout the course.
- Opportunity to provide the race kit bags with your company name and logo.
- Opportunity for branded items in the participants race kits.
- 10 complimentary entries to the race.

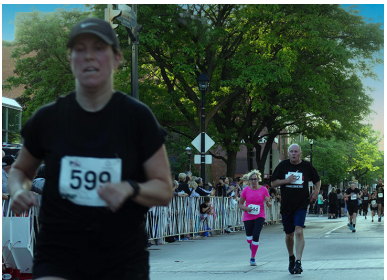


## PRESENTING SPONSOR (2 AVAILABLE)

\$10,000 FOR 1 YEAR • \$18,000 FOR 2 YEARS • \$25,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo featured below the MiJ Logo on all race collateral including all printed material, t-shirts, website, signage and social media.
- Company name featured as **Presenting Sponsor** on all editorial, media and social media references about MiJ.
- Company name and logo featured prominently at Start/Finish line.
- Complimentary company booth in the evening Sports Expo.
- Opportunity for branded items in race kit bags with your company name and logo.
- 8 complimentary entries to the race.





## KIDSFEST TITLE SPONSOR:

\$7,000 FOR 1 YEAR • \$13,000 FOR 2 YEARS • \$18,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo prominently featured on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Brand the KidsFest area with signage, displays, activities and products.
- Company banner on the huge KidsFest gateway entrance.
- Your logo will be front and center on the kids t-shirts.
- Opportunity to have a company booth in the KidsFest area.
- Opportunity for company banners throughout the course.
- Option to provide the kids race kit bags with your company name and logo.
- Opportunity to put promotional material, samples and SWAG in the kids race kits.
- 8 complimentary entries to the race or 10 Meredith's Run entries.



## MEREDITH'S RUN SPONSOR

\$4,000 FOR 1 YEAR • \$6,500 FOR 2 YEARS • \$9,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo featured on all race collateral including all printed material, t-shirts, website, signage, media and social media.
- Brand the Meredith Run Banners.
- Company name and logo on the kid's t-shirts.
- Opportunity to have a company booth in the KidsFest area.
- Option for branded items in the race kit bags with your company name and logo.
- Opportunity to put promotional material, samples and SWAG in the kids race kits.
- 8 complimentary entries to the race or 10 Meredith's Run entries.



*"My kids love the MiJ!! For them, it is a fun day with Kidsfest, the I K fun run and making new friends. For me, it's a great day with the family at an affordable price. See you in 2023!"*  
- Sirah, Proud MiJ Mom



## REGISTRATION SPONSOR

\$5,000 FOR 1 YEAR • \$9,000 FOR 2 YEARS • \$12,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo at registration.
- Brand registration on both kit pick-up Friday, June 2 and race day.
- Opportunity for your company to provide registration volunteers on race night.
- 6 complimentary entries to the race.



## AWARDS & AFTER PARTY SPONSOR (1 AVAILABLE)

\$4,000 FOR 1 YEAR • \$6,500 FOR 2 YEARS • \$9,000 FOR 3 YEARS

### Benefits and Opportunities

- Brand the City Hall Courtyard, beer garden area and food area.
- Opportunity for a booth in the Sports Expo.
- Opportunity to provide awards of your product/service to winners and to present the awards.
- 6 complimentary entries to the race.



## BIB SPONSOR (2 AVAILABLE)

\$2,500 FOR 1 YEAR • \$4,000 FOR 2 YEARS • \$6,000 FOR 3 YEARS

### Benefits and Opportunities

- Company name and logo all on race bibs.
- 6 complimentary entries to the race.



"I have been involved with this great event for more than 16 years and my first race was when I was 80. In 2022 my entire family walked with me in Gordon's Grand K - 4 generations supporting this amazing event and Radius! I plan on walking the MiJ in 2023 when I will be 96 years young!"

- Gordon Schottlander, Race Participant



## MIJ SPORTS

### EXPO \$300

- Promote your company.
- Talk to potential customers face-to-face.
- Handout promotional material.

## CORPORATE TEAMS

Team building and show your local support!  
Contact Greg Pace for more information.

## WATER STOP SPONSOR (2 AVAILABLE)

\$2,000

### Benefits and Opportunities

- Company name and logo at a designated water stop.
- Brand your designated water stop.
- Opportunity for team building for your company by manning the water stop.
- 6 complimentary entries to the race.

## KILOMETER SPONSOR (5 AVAILABLE)

\$850

### Benefits and Opportunities

- Your sign as a Kilometer marker.
- Opportunity to have volunteers within your Kilometer with company signs.
- 4 complimentary entries to the race.



## Become part of something great!

"Thank you to the MiJ organizers, volunteers, runners and community for raising much needed funds and awareness! Radius is proud to be involved in such a great community event. Your partnership in helping build brighter futures for children, youth and families affected by abuse, neglect and violence is inspiring. Looking forward to another great race in 2023!"

Allan Bishop, Executive Director, Radius Child and Youth Services