



# THE CANADIAN CONTINENCE FOUNDATION

2017 Sponsorship Package

2017

Social Media, Podcasts, Webinars, Online Video and Banner  
Ad opportunities and more.....



# The Canadian Continence Foundation

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## Who We Are, What We DO

**The Canadian Continence Foundation (TCCF)** is a national not-for-profit organization formed in 1986 to address the needs of consumers experiencing incontinence, (urinary and fecal). Prior to 1986, there was virtually no information or support available to the general public. It is industry's ongoing sponsorship that has allowed TCCF to provide information, resources, and care to incontinent patients and their caregivers. The need is great as there are over 3.3 million Canadians affected by Urinary incontinence alone.

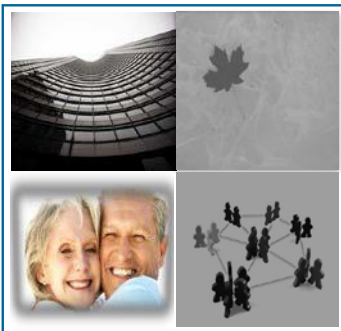
As the population ages, this number will increase; incontinence will represent one of the leading health concerns affecting men, women and numerous children. The financial cost is high; and the impact to the human spirit, incalculable. As a result, the role of TCCF is growing quickly; and with it grows the need for increased industry support.

Through public education and support programs for disease awareness, TCCF will empower incontinence sufferers with the competency to make informed decisions about treatment options and therapies available to them. As the patients' advocate, TCCF will seek to give them a voice and improve their quality of life and that of their families or caregivers.

TCCF), is committed to the maintenance of high levels of excellence in care. Driving the focus on methods of UI prevention and education are core activities of the Foundation. Through its partnerships, the Foundation provides the leadership necessary to promote better understanding of incontinence and serves as a catalyst for the development of possible cures, new therapies and/or products.

As a non-profit organization, TCCF relies upon support and donations from the public, healthcare professionals and private industry in order to develop programs that positively affect people and fulfill its mission. TCCF is aggressively pursuing a vital leadership role in UI patient advocacy. The Foundation's ability to develop significant, meaningful programs and improved patient care, with support for the patients, their families and/or caregivers is limited only by financial constraints. Our sponsors will play an essential role in the fight to improve the quality of life for the youngest to the most senior. The return on investment will be considerable; the rewards in lifting the human spirit, immeasurable.

TCCF offers organizations real opportunities with tangible benefits that can raise their profile and enhance their image.



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## Partners and Sponsors

We have developed a model of sponsorship and cause marketing that is based on best practice and have proven mutual value to many of our partners.

### [The New Corporate Marketing and Social Responsibility Field](#)

Cause marketing is the new corporate marketing and social responsibility tool. Corporate experts predict a cause component might, in the near future, be considered an integral part of any responsible marketing campaign. Non-profit leaders predict cause marketing will grow as the way companies support the community.

### [Why Cause Marketing?](#)

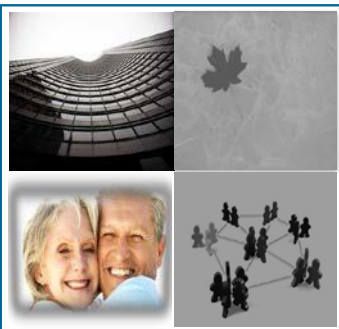
Cause marketing is a mutually beneficial relationship that aligns the credibility, brand and assets of a non-profit cause and the public's desire to support it, with the power of a company's marketing, brand and people. It creates business and social value while publicly communicating in the workplace and marketplace a company's values and important messages about the cause.

In cause marketing the emphasis is on an exchange of value, how a cause relationship can help companies achieve marketing and business goals. It self interest combined with altruism, marketing combined with corporate citizenship, mission-based fundraising combined with non-profit marketing.

### [Benefits of Cause Marketing to Corporations and Non-profits](#)

Cause marketing is becoming the public face of corporate citizenship and community involvement. Market research has proven that cause-marketing relationships give a company a competitive advantage. For corporations it showcases in the workplace and marketplace what they stand for. The benefits: the best people want to work for you and customers, suppliers, retailers and the community want to do business with you.

For non-profit causes, cause marketing creates social value and brings value beyond just dollars. It can advance the non-profit's mission by generating additional revenue, disseminating information, reaching a whole new audience with key messages, and bringing valuable corporate marketing expertise. Campaigns that are longer term can also help change behavior and attitudes of consumers.



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A yearly financial donation made by a company to support TCCF, will entitle it to the following:

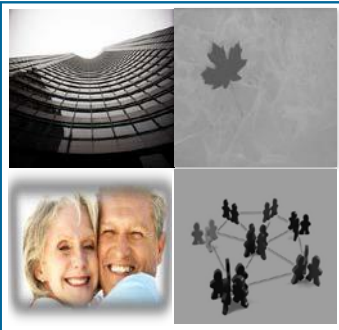
| Description of Benefits  | SPONSORSHIP LEVELS   |                  |                    |                    |                   |
|--|----------------------|------------------|--------------------|--------------------|-------------------|
|  | PLATINUM<br>\$40,000 | GOLD<br>\$30,000 | SILVER<br>\$20,000 | BRONZE<br>\$10,000 | PATRON<br>\$5,000 |
| <b>MEDIA</b>   |                      |                  |                    |                    |                   |
| Right to have an online podcast/video interview promoting your company with newsworthy information, product updates and philanthropic activities etc. Or a webinar * | ✓                    |                  |                    |                    |                   |
| <b>SOCIAL MEDIA</b>  |                      |                  |                    |                    |                   |
| Right to blog/post newsworthy information, product updates and philanthropic activities etc. on TCCF website and Social media pages *                                | ✓                    | ✓                |                    |                    |                   |
| <b>ADVOCACY</b>  |                      |                  |                    |                    |                   |
| TCCF will advocate to the government on behalf of the patients for access to treatment, product specific +++   | ✓                    | ✓                |                    |                    |                   |
| TCCF will advocate to the government on behalf of the patients for access to treatment, product specific, on a contractual basis +++                                 |                      |                  | ✓                  | ✓                  | ✓                 |

\* Marketing and messaging materials are subject to TCCF review and approval, and must be compliant with industry regulatory guidelines.

+Duration/rotations per annum dependent upon sponsorship level

++ Logo click-through, duration per annum dependent upon sponsorship level

+++ Excludes contracting outside Advocacy Specialist consultants, subject to TCCF approval that access to treatment is deemed to have patient value, does not include CDR submissions.



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| Description of Benefits   | Sponsorship Levels          |                         |                           |                           |                          |
|---|-----------------------------|-------------------------|---------------------------|---------------------------|--------------------------|
|   | <i>Platinum</i><br>\$40,000 | <i>Gold</i><br>\$30,000 | <i>Silver</i><br>\$20,000 | <i>Bronze</i><br>\$10,000 | <i>Patron</i><br>\$5,000 |
| <b><u>MARKETING/PUBLIC RELATIONS</u></b>  |                             |                         |                           |                           |                          |
| Right to use on sponsor's marketing materials:<br><b>TCCF logo</b> , 1-800 #, Web site url and tagline<br><b>"Proud supporter of The Canadian Continence Foundation"</b><br>Note: Marketing material is subject to TCCF review and approval, and must be compliant with industry regulatory guidelines. | ✓                           | ✓                       |                           |                           |                          |
| Right to use on sponsor's marketing materials:<br><b>"The Canadian Continence Foundation,"</b> 1-800 #, Web site url.<br>Note: Marketing material is subject to TCCF review and approval, and must be compliant with industry regulatory guidelines.  | ✓                           | ✓                       | ✓                         | ✓                         | ✓                        |
| Right to distribute a press release announcing the support of TCCF<br>Note: Content and messaging are subject to TCCF approval.   | ✓                           | ✓                       | ✓                         |                           |                          |
| Opportunity to produce joint advertising or PR ventures<br>Note: Content and messaging are subject to TCCF approval.  | ✓                           | ✓                       | ✓                         |                           |                          |
| Opportunity for joint media releases<br>Note: Content and messaging are subject to TCCF approval.   | ✓                           |                         |                           |                           |                          |
| Opportunity to produce unbranded Factsheets *   | ✓                           | ✓                       | ✓                         | ✓                         | ✓                        |
| Right to attend TCCF annual industry meetings and opportunity to provide  | ✓                           | ✓                       | ✓                         | ✓                         | ✓                        |
| Receive tax receipt/payment receipt for half the amount of donation   | ✓                           | ✓                       | ✓                         | ✓                         | ✓                        |



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|  |                   |                   |   |   |   |
|--|-------------------|-------------------|---|---|---|
|  |                   |                   |   |   |   |
| <b>TCCF WEB SITE</b>   |                   |                   |   |   |   |
| Your corporate logo will appear in our " <b>Corporate Relations</b> " section  | ✓                 | ✓                 | ✓ | ✓ |   |
| Your corporate name will appear in our " <b>Corporate Relations</b> " section  |                   |                   |   |   | ✓ |
| Your corporate logo will be linked to your corporate/brand Web site  | ✓                 |                   |   |   |   |
| Right to publish your product/brand information – along with a product photo and linked to product Web page<br>Note: Marketing material is subject to TCCF review and approval, and must be compliant with industry regulatory guidelines. | ✓                 | ✓                 |   |   |   |
| Right to include questions in a Web site-based survey for a period of <b>one</b> month (number of questions to be determined). Executive results of the survey provided within two months following the end of the survey period           | ✓<br><i>2x/yr</i> | ✓<br><i>1x/yr</i> |   |   |   |
| Access to monthly statistical data generated from Web site<br>(# of unique visitors, time spent on site, pages accessed and downloaded)  | ✓                 | ✓                 |   |   |   |
| Right to Banner ads on TCCF website +  | ✓                 | ✓                 | ✓ | ✓ | ✓ |
| Right to sponsor TCCF website pages/sections including logo click-through ++   | ✓                 | ✓                 | ✓ | ✓ | ✓ |



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Note: TCCF requires a minimum donation of \$5,000 in order to offer any sponsorship benefits or partnering opportunities. We are open, however, to discussing a modified marketing benefits package that suits your needs.

We are also open to incorporating additional novel initiatives not outlined above, and exploring partnerships on current and ongoing projects that will improve access to treatment.