



ALTITUDE SPONSORSHIP PACKAGE

An extraordinary opportunity to empower students and your brand

ALTITUDE: HEALTHCARE MENTORING

AN EXTRAORDINARY OPPORTUNITY TO EMPOWER STUDENTS AND YOUR BRAND

There is a healthcare human resource crisis in rural and urban communities across Canada. Northern communities like Attawapiskat have a single physician for up to 4000 people. Research shows that medical students from these populations are more likely to enter primary care and practice in their home community. However, students from such disadvantaged backgrounds are under-represented in medical school.

Altitude: Healthcare Mentoring aims to close this gap. Altitude uses a high quality, near-peer mentorship model to encourage hundreds of students across Ontario to pursue a career in healthcare.

As a sponsor of Altitude, your investment in will not only help to empower students to reach their full potential but also provide your organization with the opportunity to develop a meaningful relationship with tomorrows healthcare professionals and leaders.

About Us

Altitude: Healthcare Mentoring is an exciting initiative created by the Ontario Medical Students Association (OMSA), a section of the Ontario Medical Association (OMA). The OMSA is the dedicated student voice of the OMA and represents Ontario's over 3,000 medical students.

If you have any comments or questions, please feel free to contact us:

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THE ALTITUDE EXPERIENCE

ALTITUDE (CORE PROGRAM)

An intensive one-year program that matches newly graduated high school students with a medical school mentor. Approximately 250 students are expected to participate in the 2012-2013 program. We work with high school educators to recruit high potential graduates. Mentoring pairs meet 3-4 times per month to set goals and work towards achieving them. Once a month mentees attend skill development workshops. Mentors also attend physician lead training workshops during the in the course of the year.

Connect with your audience through these opportunities specific to the core program: Logo exposure on promotional material (posters, program manual, flyers, presentation slides, monthly newsletters); Educational supplement which focuses on your business or product; Company/brand acknowledgement in all press materials (i.e. press releases)

THE "ALTITUDE@" SERIES

This workshop series is geared towards undergraduate students at all levels and provides them with the inspiration and insight to pursue a career in healthcare. This year's Altitude @ York University sessions attracted over 200 students.

These sessions, held on university campuses across the province, give your company representatives the chance to engage face-to-face with your target audience. Other way the "Altitude @" Series can propel you brand: Logo exposure on promotional material (posters, flyers, presentation slides); On-site signage and a booth for your team members to communicate directly to students; Social media marketing to drive students to your webpage

BASECAMP

A conference for students participating in the core program. This 2-3 day event will be held the weekend of August 18th, just prior to the start of the academic school year. Students from across the province will visit Toronto to participate in a variety of interactive exercises, motivational talks and collaborative games.

BaseCamp is the perfect opportunity to connect directly with your target audience and build brand loyalty with demonstrations and interactive displays. BaseCamp opportunities include: Presenting sponsorship; On-site signage at all conference sessions, meals and assemblies with verbal mention; Royalty-free use of conference photos and video

VIRTUAL MENTORING

For the 2012-2013 academic year Altitude is adding a new dimension to the program - Virtual Mentoring, or e-mail-based mentoring. This allows us to engage many more students in the act of mentorship and allows you to connect with a broader audience. The initiative serves to provide participants with a trusted mentor as they strive for a career in healthcare.

Virtual Mentoring provides an innovative and personal approach to email marketing. Your company will benefit from: Access to captive, high yield target audience; a link to your company's website in e-mail sent to mentees; Educational supplement which focuses on your business or product

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$30,000

Altitude (Core Program)

- Large Logo exposure on all promotional material Audience included students (high school, university and medical school), healthcare professionals, educators and parents.
- **One (1)** 8.5 x 11", full colour advertising space in Altitude Manual
- **One (1)** educational supplement which focuses on your business or product in the Altitude Manual
- **One (1)** article about company in the electronic newsletter sent to current participants and alumni
- A link to your company's website with logo on Altitude website
- Company/brand acknowledgement in all press materials (i.e. press releases)

BaseCamp

- Presenting Sponsorship: "BaseCamp 2012 Presented by [Your Organization]"
- On-site signage at **all** conference sessions, meals and assemblies with verbal mention and thank you
- **One (1)** conference session dedicated to your product or service
- Prime logo placement on the **cover and footer** of all delegate conference manuals
- **Two (2)** 8.5 x 11", full colour advertising spaces in all delegate conference manuals
- **One (1)** full page "message from the presenting

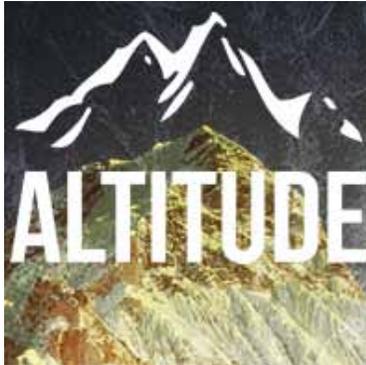
- sponsor" letter in the conference manual
- Logo placement on the "thank you" page of all manuals
- VIP access for four to all conference sessions including complimentary meals
- Logo placement on all delegate and staff **t-shirts, tote bags, posters and invitations**
- Complimentary distribution of your promotional materials throughout the conference
- Online recognition through the event webpage with logo and link to company website
- Honourable mention in our event press release
- Royalty-free use of conference photos and video

***PLUS ALLTHREE VALUE ADDED BONUS PACKAGES:** Virtual Mentoring, Social Media Marketing and The 'Altitude @' Series



BONUS VALUE

WE OFFER THREE BONUS PACKAGES, AT NO ADDITIONAL COST, TO PROVIDE YOU WITH EVEN MORE VALUE AND MAXIMIZE YOUR ORGANIZATION'S RETURN ON INVESTMENT



1. Virtual Mentoring

Our Virtual Mentoring initiative provides you with a powerful platform to market your products and services. Participants are either highly motivated undergraduate students or compassionate medical students. This represents an active and engaged youth audience who may represent your target market today or your customers of the future. Either way, this facet of Altitude provides rich opportunities for e-mail marketing and building trust among your consumers.

Specific opportunities:

- A link to your company's website in e-mail sent to mentees
- Educational supplement which focuses on your business or product

2. Social Media Marketing

Create online conversations around your products and services. Leverage the hundreds of students who attend the BaseCamp conference and the 'Altitude @' Series across the province to further your brand's message through social media. Using activities and games to engage participants, you have a unique opportunity to create a buzz and promote your viral marketing campaign.

Specific opportunities:

- Use Twitter and Facebook to promote special offers or services to program participants and have them share your brand with their friends.
- Provide rewards for participants who "Tweet" or "Like" your brand or message

3. The "Altitude @" Series

Be our special guest as we tour the province visiting universities and empowering students to reach their goals. These workshops will provide you an opportunity to connect directly with hundreds of students. We will help tailor your brand message around the workshop's topic to make your organization relevant and highlight how your products and services can help students reach their goals.

Specific opportunities:

- On-site signage and promotional materials
- A booth for your local team members to communicate directly to students
- Verbal mention and thank you during the workshop

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR \$10,000

Altitude (Core Program)

- Logo exposure on all promotional material
Audience includes students (high school, university and medical school), healthcare professionals, educators and parents
- **One (1)** 8.5 x 11", full colour advertising space in Altitude Manual
- **One (1)** educational supplement which focuses on your business or product in the Altitude Manuals
- Logo placement on the "thank you" page of all manuals
- A link to your company's website with logo on Altitude website
- Company/brand acknowledgement in all press materials (i.e. press releases)

BaseCamp

- Prime recognition on all event promotional material as a "Gold Sponsor"
- On-site signage at **two** conference sessions with verbal mention and thank you
- Logo placement on the "thank you" page of all delegate conference manuals
- **One (1)** 8.5 x 11", full colour advertising space in all delegate conference manuals
- VIP access for **two** to all conference sessions including complimentary meals
- Logo placement on all delegate and staff **t-shirts**,

tote bags, posters and invitations

- Complimentary distribution of your promotional materials throughout the conference
- Online recognition through the event webpage with logo and link to company website
- Honourable mention in our event press release

*PLUS TWO VALUE ADDED BONUS PACKAGES:

Social Media Marketing and The "Altitude @" Series





SILVER SPONSOR \$5,000

Altitude (Core Program)

- Logo exposure on all promotional material
Audience includes students (high school, university and medical school), healthcare professionals, educators and parents
- **One (1)** 8.5 x 5.5" full colour advertising space in Altitude Manuals
- Logo placement on the "thank you" page of all manuals
- A link to your company's website with logo on Altitude website

BaseCamp

- Prime recognition on all event promotional material as a "Silver Sponsor"
- On-site signage at **one** conference session with verbal mention and thank you
- Logo placement on the "thank you" page of all delegate conference manuals
- **One (1)** 8.5 x 5.5" colour advertising space in all delegate conference manuals
- Logo placement on all delegate and staff **t-shirts, tote bags, posters and invitations**
- Online recognition through the event webpage with logo and link to company website

***PLUS ONE VALUE ADDED BONUS PACKAGE:** The "Altitude @" Series

BRONZE SPONSOR \$1,000

Altitude (Core Program)

- **One (1)** 4.25 x 5.5" full colour advertising space in Altitude Manual
- Logo placement on the "thank you" page of all manuals
- A link to your company's website with logo on Altitude website

BaseCamp

- Recognition on all event promotional material as a "Bronze Sponsor"
- Logo placement on the "thank you" page of all delegate conference manuals
- **One (1)** 4.25 x 5.5" colour advertising space in all delegate conference manuals
- Logo placement on all delegate and staff **t-shirts and tote bags**
- Online recognition through the event webpage with logo and link to company website

MORE WAYS TO INVEST IN ALTITUDE

WE WELCOME DONATIONS OF ALL KINDS

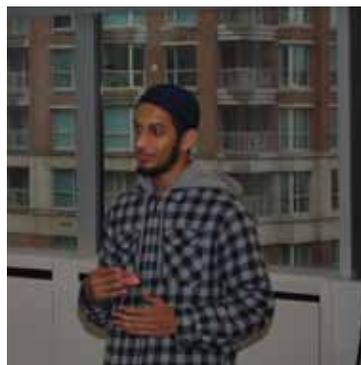


Private Donor Contributions

If you are a private donor who wishes to contribute, please know that a charitable gift of any amount is welcome. A charitable gift of \$100 or more will receive recognition in the conference manual (donor name listed or donor can choose to remain anonymous). You can also sponsor a student(s). A gift of \$400 will cover the cost of sending one delegate to the BaseCamp conference.

Added value:

Individuals or organizations that sponsor a student will be invited to a networking event during the BaseCamp conference and have a chance to meet the student they have empowered with their donation. In the past, students have even been invited to speak at company retreats to energize employees and to emphasize how their organization is making a difference in the community.



In-Kind Donations

In-kind donations are welcome and appreciated as these help ease the financial burden of coordinating the program. To find out how your company can help please contact our marketing coordinator at donate@altitudementoring.ca.