

Alberta Medical Association



Alberta Medical Association Youth Run Club

SPONSORSHIP OPPORTUNITIES





2018/19 SPONSORSHIP OPPORTUNITIES

ABOUT THE AMA YOUTH RUN CLUB

The AMA Youth Run Club is a school-based, running program designed to increase physical activity levels at school and teach students about healthy lifestyles. The goal is to encourage children to form healthy habits that become part of their everyday lives as adults.

In 2017/2018 there were 524 **participating schools** across Alberta and **over 26,000 children and youth** running! The program was created through a partnership with Ever Active Schools and the Alberta Medical Association.

ABOUT THE ALBERTA MEDICAL ASSOCIATION

The Alberta Medical Association is the professional association for more than 12,000 physicians, resident physicians and medical students. Our vision is Patients First® and our mission is to be an advocate and provide leadership and support for the role of physicians in the provision of quality care. The AMA Youth Run Club is our flagship initiative to engage members as part of healthy and active communities.

ABOUT EVER ACTIVE SCHOOLS

Ever Active Schools (EAS) is a provincial initiative designed to assist school communities in addressing and creating healthy school communities. EAS contributes to the healthy development of children and youth by fostering social and physical environments that support improving the health and learning outcomes of students in Alberta.

On average, AMA Youth Run Club participants achieve **1,300 daily steps over the national average**



THE PROGRAM

The program is free, fun, flexible, and is suitable for all levels of runners or walkers, beginner to experienced. The emphasis of the club is on fun, non-competitive activities, where participants experience success. Participants learn about proper pacing and progression, preventing injuries, nutrition, along with other health topics. Groups run together one to five times per week before school, at lunch, after school or at recess. Resources are provided to support run clubs including handbooks, running logs, fun prizes, events, and visits from AMA Youth Run Club coordinators and from local physicians or medical students.

THE AUDIENCE

- Coaches and teachers
- 25,000+ Alberta Students (Kindergarten to Grade 12)
- Parents of students
- Alberta physicians
- Medical students
- Physiotherapists

GROWTH OF THE PROGRAM

YEAR	SCHOOLS	STUDENTS
Pilot 2012/13	75	3,500
2013/13	233	11,000
2014/15	305	17,000
2015/16	383	20,000
2016/17	455	25,000
2017/18	524	26,000

75% of participants felt they did better in school





GOLD SPONSOR

\$25,000 TO \$50,000

- Full page advertisement and logo in coaches and runners handbooks (electronic)
- Feature article or guest column in the AMA's magazine, Alberta Doctor's Digest or Ever Active School's Magazine, Healthy Schools Alberta
- AMA member focused YRC display advertising sponsors in Alberta Doctors Digest (3x/year)
- Physician focused YRC full page ad in Vital signs print magazine (1x/year)
- Leaderboard or square sponsor ad on the home page header of the sidebar on the AMA website (1x/year)
- Sponsored article in the AMA's electronic newspaper, MD Scope (2x/year)
- Mention or logo in all YRC related communication to AMA members
- Mention or logo at the AMA Representative Forums space
- Logo on all AMA Youth Run Club materials (except banner)
- Logo on all marketing/advertising materials
- Brand activation at AMA Youth Run Club Events (when appropriate)
- Logo on the AMA YRC website
- Use of AMA YRC logo (approval required)
- First right of offer to sponsor other Ever Active Schools events
- Exhibitor booth space at Ever Active Schools Annual Conference
- Invite to the AMA Youth Run Club Celebration Breakfast
- Recognition through Ever Active Schools, Alberta Medical Association and AMA Youth Run Club Social Media



88% of teachers reported engaging students who are not traditionally physically active



SILVER SPONSOR

\$15,000 TO \$24,999

- Full page advertisement and logo in coaches and runners handbooks (electronic)
- Logo on all AMA Youth Run Club materials (except banner)
- Sponsored article or guest column in the AMA's magazine, Alberta Doctor's Digest or Ever Active School's Magazine, Healthy Schools Alberta (1x/year)
- AMA member focused YRC display advertising sponsors in Alberta Doctors Digest (3x/year)
- Leaderboard or square sponsor ad on the home page mid-article list of the AMA website (1x/year)
- Physician focused YRC full page ad in Vital signs print magazine (1x/year)
- Partner or sponsor ad in the AMA's electronic newspaper, MD Scope (2x/year)
- Mention or logo of YRC involvement in MD Scope (3x/year)
- Mention or logo in all YRC related communication to AMA members
- Mention or logo at the AMA Representative Forums space
- Logo on all AMA Youth Run Club materials (except banner)
- Logo on all marketing/advertising materials
- Brand activation at AMA Youth Run Club Events (when appropriate)
- Logo on the AMA YRC website
- Use of AMA YRC logo (approval required)
- Invited to the AMA Youth Run Club Celebration Breakfast
- Recognition through Ever Active Schools, Alberta Medical Association and AMA Youth Run Club Social Media



86% of students felt supported to make healthier choices



BRONZE SPONSOR

\$10,000 TO \$14,999

Logo in coaches and runners handbooks (electronic)

AMA member focused YRC display advertising sponsors in Alberta Doctors Digest

Physician focused YRC full page ad in Vital signs print magazine

Mention or logo in all YRC related communication to AMA members

Mention or logo at the AMA Representative Forums space

Logo on all AMA Youth Run Club materials (except banner)

Logo on all marketing/advertising materials

Brand activation at AMA Youth Run Club Events (when appropriate)

Logo on the AMA YRC website

Use of AMA YRC logo (approval required)

Invited to the AMA Youth Run Club Celebration Breakfast

Recognition through Ever Active Schools, Alberta Medical Association and AMA Youth Run Club Social Media



90% of coaches reported the club leading to positive changes in student behaviour



FRIENDS OF THE AMA YOUTH RUN CLUB

Under \$10,000; Minimum \$3,000 in cash or kind

- Logo in coaches and runners handbooks (electronic)
- Mention or logo in all YRC related communication to AMA members
- Mention or logo at the AMA Representative Forums space
- Logo on all AMA Youth Run Club materials (except banner)
- Logo on all marketing/advertising materials
- Brand activation at AMA Youth Run Club Events (when appropriate)
- Logo on the AMA YRC website
- Use of AMA YRC logo (approval required)
- Invited to the AMA Youth Run Club Celebration Breakfast
- Recognition through Ever Active Schools, Alberta Medical Association and AMA Youth Run Club Social Media

87% of coaches reported the club leading to increased physical activity levels in their school

CONTACT

For more information or to sponsor the AMA Youth Run Club, contact Brian Torrance or Shannon Rupnarain.

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