



REQUEST FOR SPONSORSHIP

We are asking for your valuable support for the Virtual Beads of Courage Colour Festival Fun Run being held on June 28, 2020! Due to the current situation with COVID-19 we have made the decision to take our annual event **virtual** this year!

The Beads of Courage Colour Festival Fun Run in celebration of Doug Gillespie benefitting Beads of Courage-Canada will be held virtually across Saskatchewan! With the emotional distress COVID-19 is causing families with medically fragile children, the Beads of Courage Program is needed more now than ever to provide hope and honour the medical challenges these courageous kids endure each day not just in our current COVID-19 world.

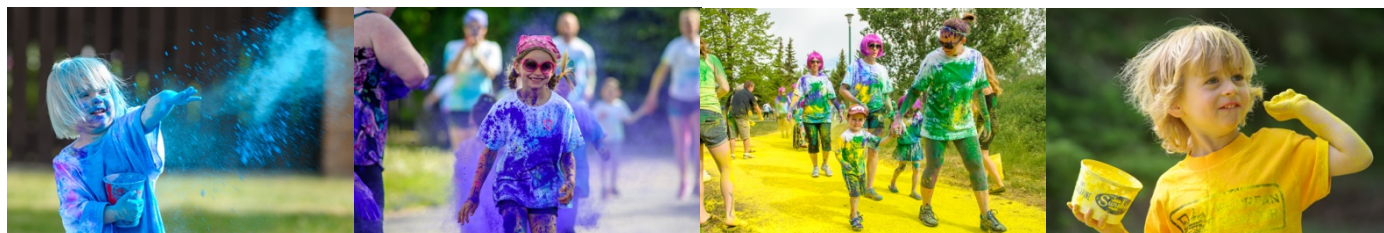
Currently, the Beads of Courage Program is available at:

- Jim Pattison Children's Hospital (All chronic patient populations including the NICU)
- Saskatoon Cancer Centre
- Regina General Hospital (All chronic patient populations including the NICU)
- The Allan Blair Cancer Centre in Regina
- Beads in the Mail Program throughout the province for children who live far from the hospital or are treated in the province where they do not receive beads by their health professional.

Your sponsorship makes it possible for children coping with serious illness to RECORD, TELL and OWN their stories of COURAGE through the Beads of Courage Program.

This annual run raises 90% of the funds necessary to provide the Beads of Courage Program throughout Saskatchewan. Without this crucial funding the program will not be possible and children coping with serious illness will not be able to receive their beads from their medical providers.

Your organization has the opportunity to support youth and health in Saskatchewan by joining as a LOVE, HOPE or SMILES level sponsor.



Thank you in advance for taking the time to consider your part in making a difference in the lives of children coping with serious illness.

LOVE Sponsorship Level \$2000 Donation

- Company logo to be included on the physical Carry a Bead Kits to be distributed to participants and children currently on treatment
- Company logo and profile highlighted on Beads of Courage Colour Festival Fun Run promotional materials, social media and websites
- Eight complimentary participant registrations and Carry a Bead kits
- First choice of a colour throwing station at the 2021 in-person run



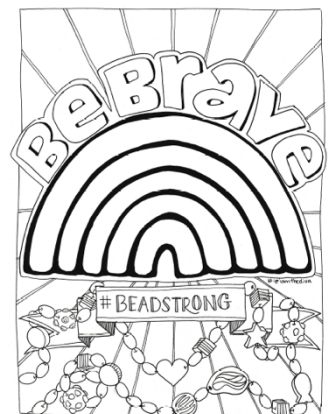
HOPE Sponsorship Level \$1000 Donation

- Company logo on the Virtual Race Finisher Graphic to be sent to every participant to post to their social media accounts upon the completion of their activity or fun run
- Company logo and profile highlighted on Beads of Courage Colour Festival Fun Run promotional materials, social media and websites
- Four complimentary participant registrations and Carry a Bead kits



SMILES Sponsorship Level \$500 Donation

- Company logo on the Colour Festival Fun Run Colouring Sheets to be emailed to every participant as part of a fun challenge prior to the race
- Company logo and profile highlighted on Beads of Courage Colour Festival Fun Run promotional materials, social media and websites.
- Two complimentary participant registrations and Carry a Bead kits



Sponsorship donations can be made online at

bit.ly/BOCCRunSponsor or by contacting Bev Coomber at bev@beadsofcourage.ca





Elara has been collecting Beads of Courage for eight years. She was recently hospitalized due to pneumonia. Part of her treatment was to receive chest physiotherapy every four hours. The physiotherapist would give medication to make her cough and then use her hands to ‘percuss’ all over Elara’s chest, sides, and back.

As you can imagine, it’s a therapy that’s not popular with children who aren’t feeling well. One day, Elara was really upset and didn’t want her physiotherapist to come near her. All she wanted to do was sleep. Her physiotherapist asked her to be brave and explained how the treatment was important and had to be done, that it would help her get better so she could go home again.

“When we are done this, can I give you a fancy rainbow bead?” her physiotherapist asked. Elara agreed.

Once it was all done, instead of the usual square rainbow therapy bead, her physiotherapist awarded Elara with a special COURAGE bead and it happened to be shaped like a big rainbow!

Elara loved it!

As the day progressed, Elara became sicker and became uninterested in things. She fell asleep and by morning the next day, Elara was admitted to the Saskatoon PICU (Pediatric Intensive Care Unit). She was asleep in the PICU for a few days, but once she awoke, her physiotherapist came back to continue on with the percussion therapy.

Again, Elara really didn’t want it to be done, but agreed on one condition: that she hold her special rainbow bead the entire time.

You can’t see the bead in this picture, because the bead is held firmly in her hand. She held that bead every time she had chest physiotherapy for the rest of that hospitalization.

That bead gave her courage. Of all the courage beads she has received, that’s the one that spoke to her, and that’s why Beads of Courage is so important. *~Elara’s Mom*

Thank you in for making a difference in the lives of children, like Elara, coping with serious illness. **Together, we can help make healing happen.**

