



SIXTH ANNUAL
MCMASTER

HEALTH ADVOCACY Symposium

SATURDAY, SEPTEMBER 21, 2019

SPONSORSHIP PACKAGE

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Choose from 6 levels of sponsorship with different perks to show our appreciation!

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LETTER FROM THE CO-CHAIRS

Dear Potential Sponsor,

It is with great excitement that we introduce to you the Sixth Annual McMaster Health Advocacy Symposium. Starting In 2014, students in undergraduate medicine at McMaster University organized the first Health Advocacy Symposium to empower a new generation of healthcare providers to engage in advocacy and action around health. We are thrilled to be building on the successes of past years with a goal to raise \$15,000.

Today more than ever, the skills of health advocacy are crucial for emerging healthcare providers to address the needs of our patients and communities. This symposium aims to foster a critical understanding of the social determinants of health and the development of effective advocacy skills for students to work toward social change. It is a student-led, full-day event which has grown from 106 attendees in its inaugural year, to 150 students from a wide variety of programs and universities in 2018. This year's event will take place on September 21, 2019 in Hamilton and expects to see 150 - 170 people in attendance.

Your sponsorship will not only support the growth of this year's symposium, it's also absolutely essential to the ability of this year's event to promote critical perspectives, interprofessionalism, and community involvement:

- You have the opportunity to sponsor our **keynote and workshop presenters**, some of whom have lived experience and are at the forefront of advocacy to address critical health issues like the opioid crisis. We are excited to hear
- **Interprofessional collaboration** in the 2019 symposium will look like new kinds of opportunities for participants to interact, share ideas, and get to know future colleagues!
- We hope to channel all of the exciting energy of the symposium into **community involvement** this year with more participation of local organizations involved in health advocacy.

With your sponsorship, we will be able to reach and surpass our goal to host an inspiring, collaborative, and interprofessional symposium dedicated to action-oriented skills and knowledge. We look forward to working with you in support of the McMaster Health Advocacy Symposium. Thank you for your generosity in considering our request!

Sincerely,



Alice Cavanagh, Angela Ma, Christina Ma, Jane Tooley, Jesse Bauman, and Kolina Tavares

Executive Team, McMaster Health Advocacy Symposium
MD Candidates and RN Student, McMaster University

LETTER FROM THE ASSISTANT DEAN



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Dear Colleagues and Friends,

Since 2014, students from the Michael G. DeGroote School of Medicine at McMaster University have organized the McMaster Health Advocacy Symposium. We are pleased to be a founding sponsor of the event, which for the sixth time will bring together current and future health advocates on Saturday, September 21st, 2019. The day will stimulate dialogue about health advocacy in a unique and inspiring environment. We are also thrilled that the organizing committee has continued to include a student representing our colleagues at the McMaster University School of Nursing.

The Royal College of Physicians and Surgeons of Canada's CanMEDS framework identifies the role of 'Health Advocate' as essential to the work of physicians, and I believe it is essential for all healthcare providers to think and act like advocates. Physicians and allied healthcare providers hold the social responsibility of being more than clinicians; we must also address the social, cultural, economic, and political factors affecting the health of patients and populations. This symposium fosters interdisciplinary collaboration and action on the most pressing issues facing our patients and our healthcare system today. It recognizes that students in professional health programs are poised for careers where they will have a chance to make a lifetime of difference — provided they have the skills, knowledge, connections, and motivation to do so. This event offers a platform for students to connect to the people and organizations where they can thrive as healthcare providers and advocates.

As a school, we fully support their efforts and have provided core funding for this initiative. Thank you in advance for any additional support you might be able to offer to the Health Advocacy Symposium.

With gratitude,

Dr. Rob Whyte, MD, MEd, FRCP(C)
Assistant Dean, Undergraduate Medical Education Program
Faculty of Health Sciences, McMaster University

INTRODUCING ONE OF THE 2019 KEYNOTE SPEAKERS

RITIKA GOEL

Ritika Goel is a family physician and activist in Toronto. She works with people from various marginalized communities in Toronto. Ritika has been involved with various social justice issues such as working for access to healthcare for uninsured migrants, defending our public healthcare system, and upstream policy change on the social determinants of health. She is Chair of the Social Accountability Working Group at the College of Family Physicians of Canada, a Board Member of Canadian Doctors for Medicare and a founding member of the OHIP for All campaign. Find her on Twitter @RitikaGoelTO.



KEYNOTE 2 TO BE ANNOUNCED

PAST SPEAKERS



JESSE THISTLE

Ph.D. candidate in History at York University

*Integrating the Definition of Indigenous Homelessness into Medical Practice:
Methods of Indigenous knowledge application*

DR. MONIKA DUTT

Medical Officer of Health & CEO of Timiskaming Health Unit

*Running the Rapids: Navigating the waters of personal and professional
health advocacy*



DR. NANKY RAI

Family physician at St. Michael's Hospital in Toronto

*Uprooting the Structural Determinants of Health: Growing anti-oppressive
health justice theory and praxis*

ALISON SCHURE

Public Health Nurse, part-time faculty at McMaster University School of Nursing

*Health Equity Within Elementary and Secondary Schools: A Comprehensive
Approach*



DR. RACHEL ERSTLING

Consulting Psychiatrist with Refuge Hamilton Centre for Newcomer Health and
Shelter Health Network

Migrants and Newcomers in Hamilton: Advocating for health for all

SHANTHIYA BAHEERATHAN

Anti-violence and disability justice organizer at Disability Justice Network of
Ontario

Violence in the Canadian Medical Industrial Complex: Imagining alternatives



BENEFITS OF SPONSORSHIP

We envision sponsorship as a long-term relationship that provides value to both our supporters and to everyone attending our event. We are committed to finding a partnership that is the best fit for your organization.

Build Your Brand

- Bolster your reputation by demonstrating your organization's commitment to community involvement, health advocacy, and the development of future leaders in healthcare
- Showcase your organization throughout the Symposium via promotional materials, presentations, event associations, attendee program advertisement, and website acknowledgements

Recruit Your Leaders

- Access to over 150 high-calibre students, faculty, and staff in medicine, nursing, and other allied health professions
- Identify and interact personally with student leaders

SPONSORSHIP LEVELS

With 150–180 expected attendees including local physicians, McMaster faculty, medical and nursing students, out-of-town visitors, and other students in healthcare-related programs, sponsorship is a great opportunity to showcase businesses from the Hamilton area and health leadership organizations from across Ontario. Marketing opportunities will consist of online social media platforms, our website, and company name/logo representation in the Symposium digital e-program and on a slideshow that loops throughout the event. Our reach extends beyond McMaster University in Hamilton to all six Ontario medical schools. As an event, we rely on support from local businesses and provincial organizations to help make the 5th annual McMaster Health Advocacy Symposium a success. **No profit is made from this event; all funds go directly towards ensuring that students are able to engage in a highly stimulating day of discussion and learning about health advocacy.**

TITLE SPONSOR (\$3000+)

Show your leadership as the title sponsor of our event! You will be acknowledged as title sponsor alongside your large logo on posters, our website, a dedicated slide in a looping slideshow at the event, our social media, and a full-page advertisement in our digital e-program.

KEYNOTE SPONSOR (\$2000–\$2999.99)

Welcome brilliant and inspiring opening and closing keynote speakers to our event! Sponsor one of the two keynote addresses at the McMaster Health Advocacy Symposium and receive acknowledgement as the keynote sponsor alongside your medium logo on posters, our website, a dedicated slide in a looping slideshow at the event, our social media, and a half-page advertisement in our digital e-program.

WORKSHOP SPONSOR (\$1000–\$1999.99)

Help us offer engaging and thought-provoking workshops at our event! Sponsor a workshop and receive acknowledgement as a workshop sponsor alongside your logo on posters, our website, a dedicated slide in a looping slideshow at the event, recognition on social media, and a quarter-page advertisement in our digital e-program.

EVENT SPONSOR (\$500–\$999.99)

As an event sponsor, receive your name/logo on posters, our website, a dedicated slide in a looping slideshow at the event, and in our digital e-program.

EVENT SUPPORTER (\$100–\$499.99)

As an event supporter, receive your name/logo on our website, a list of sponsors on a looping slideshow at the event, and in our digital e-program.

IN-KIND DONATIONS

Have another idea for a donation? Run it past us! All donations are appreciated and donations above \$20 will be acknowledged in the list of sponsors on a looping slideshow at the event and in our digital e-program.

BENEFITS	TITLE SPONSOR	KEYNOTE SPONSOR	WORKSHOP SPONSOR	EVENT SPONSOR	EVENT SUPPORTER	IN-KIND SPONSOR
Title holding	✓					
Logo on posters	Large logo	Medium logo	Small logo			
Recognition on social media	✓	✓	✓			
Logo on website	Large logo	Medium logo	Small logo	Small logo	Small logo	Small logo
Event slideshow	Dedicated slide	Dedicated slide	Dedicated slide	Dedicated slide	Slide listing all sponsors	Slide listing all sponsors
Advertisement in e-program	Full page	Half page	Quarter page	Name + logo	Name + logo	Name