



FALL 2020

SEVENTH ANNUAL

McMaster

HEALTH
ADVOCACY
Symposium

SPONSORSHIP PACKAGE

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<http://mhasymposium.wix.com/2020>



<http://www.facebook.com/MacHealthAdv>



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LETTER FROM THE CO-CHAIRS

Dear Potential Sponsor,

It is with great excitement that we introduce to you the Seventh Annual McMaster Health Advocacy Symposium. In 2014, students from the Michael G. DeGroote School of 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 work toward social change. It is a student-led, full-day event which has grown from 106 attendees in its inaugural year to 149 students from a wide variety of programs and universities in 2019. This year's event will take place over several weeks in the fall through online panels and discussions.

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

- This year, you have the opportunity to **sponsor our Keynote and Panel speakers**, helping us to hear from leaders who are at the forefront of advocacy around current issues like housing, the opioid crisis, and disability.
- **Interprofessionalism** is a key focus of the 2020 symposium. With our Interprofessional Representative and Plan, participants and presenters will represent a variety of health professions engaged in health advocacy work.

With your sponsorship, we will be able to reach and surpass our goal to host an ambitious, accessible, 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, Anastasia Chouvalov, June Dong, Matilda Kim

Executive Team, McMaster Health Advocacy Symposium
MD Candidates and MSc Candidate/RN, McMaster University

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 was to bring together current and future health advocates for the seventh time this fall. Due to the unprecedented circumstances surrounding COVID-19, the 2020 edition of this symposium will be hosted virtually, with the same goals of stimulating dialogue about health advocacy. We are also thrilled that the organizing committee continues to manifest interprofessional collaboration.

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 symposium 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)
Associate Dean, Undergraduate Medical Education Program
Faculty of Health Sciences, McMaster University

PAST SPEAKERS



Kai Cheng Thom

Writer, performer, and community worker based in Toronto
Working Ourselves Out of a Job: Community development and capacity building as queer healthcare praxis



Dr. Ritika Goel

Family physician and activist in Toronto
Orienting Your Career Towards Social Justice



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. Monica 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



Elene Lam

Ph.D. candidate at McMaster University & Executive Director of Butterfly
Critical Perspectives on Anti-Trafficking Work: Building capacity to better support migrant sex workers

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 over 150 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 7th 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 on posters, a dedicated slide in a looping slideshow at the event, as well as recognition on social media, our website, 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	Name		
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