

AMA SENIORS STRIDE

STRIDE WITH PURPOSE

CHARITY 3K RUN/WALK FOR ORPHANS

SEPTEMBER 20, 2025 • OTTAWA • AMA COMMUNITY CENTRE





HEALTH • UNITY • HOPE



PROMOTE HEALTHY LIVING

ENCOURAGING ACTIVE
LIFESTYLES AMONG OTTAWA'S
170,000+ ADULTS 65+



STRENGTHEN COMMUNITY

CONNECTING BONDS ACROSS
7 MAJOR MOSQUES AND
MUSLIM CENTRES



SUPPORT ORPHANS

EVERY REGISTRATION FUNDS
ESSENTIAL CARE FOR VULNERABLE
CHILDREN WORLDWIDE



EVENT OVERVIEW

Date & Time: Saturday **September 20**, 2025 –
9:00 AM to 1:00 PM

Venue: AMA Community Centre, 1216 Hunt Club Road

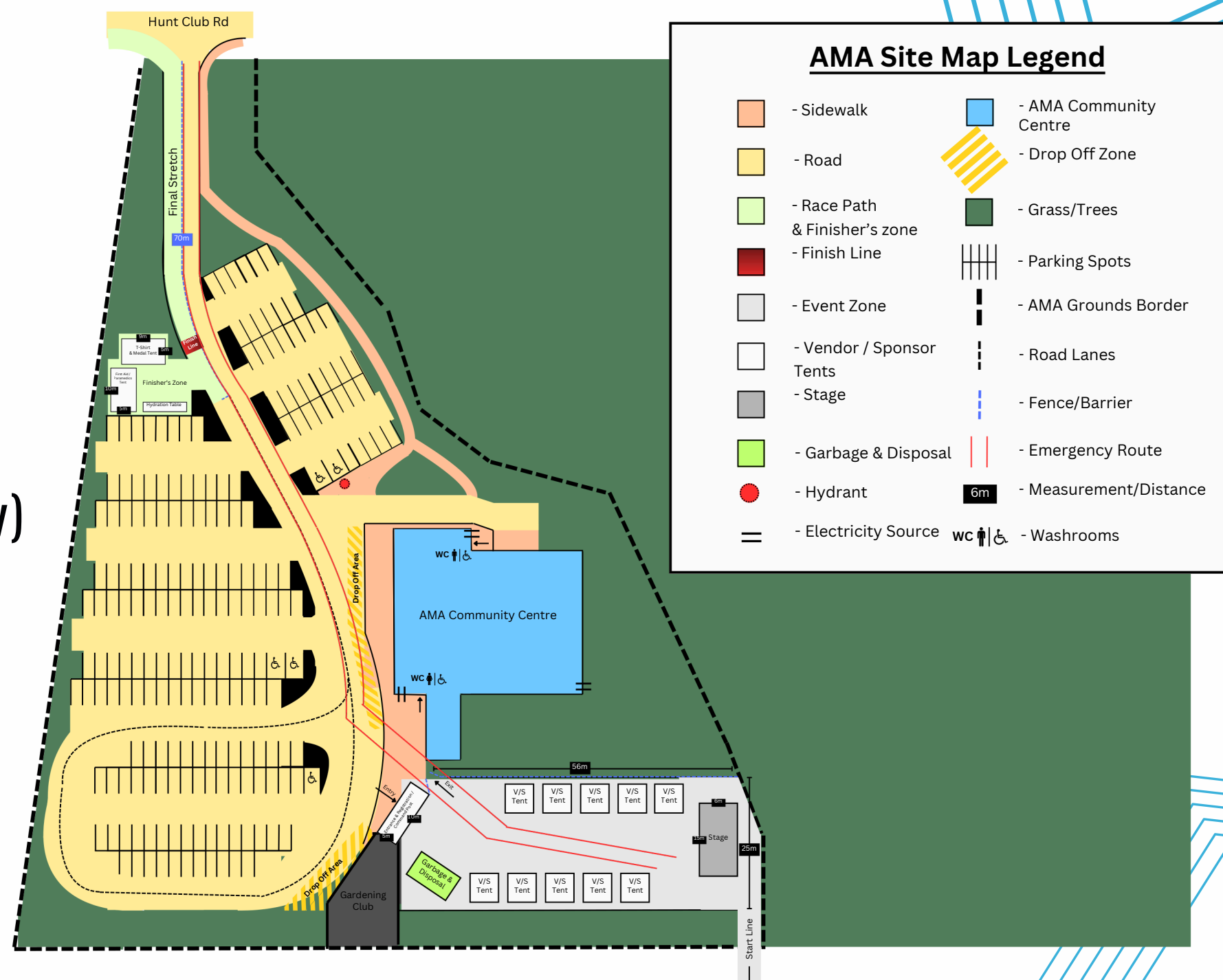
Distance: **3.06 km** fully accessible loop

Heats: 5 inclusive categories (men, women, duo/family)

Goal: **250 registrants** • 500+ on-site attendees

Key Features:

- Multiple fitness levels welcome
- Custom **t-shirts and medals** for all participants
- Health & wellness **vendor village**
- **Awards ceremony** and community celebration
- Professional safety protocols and accessibility features



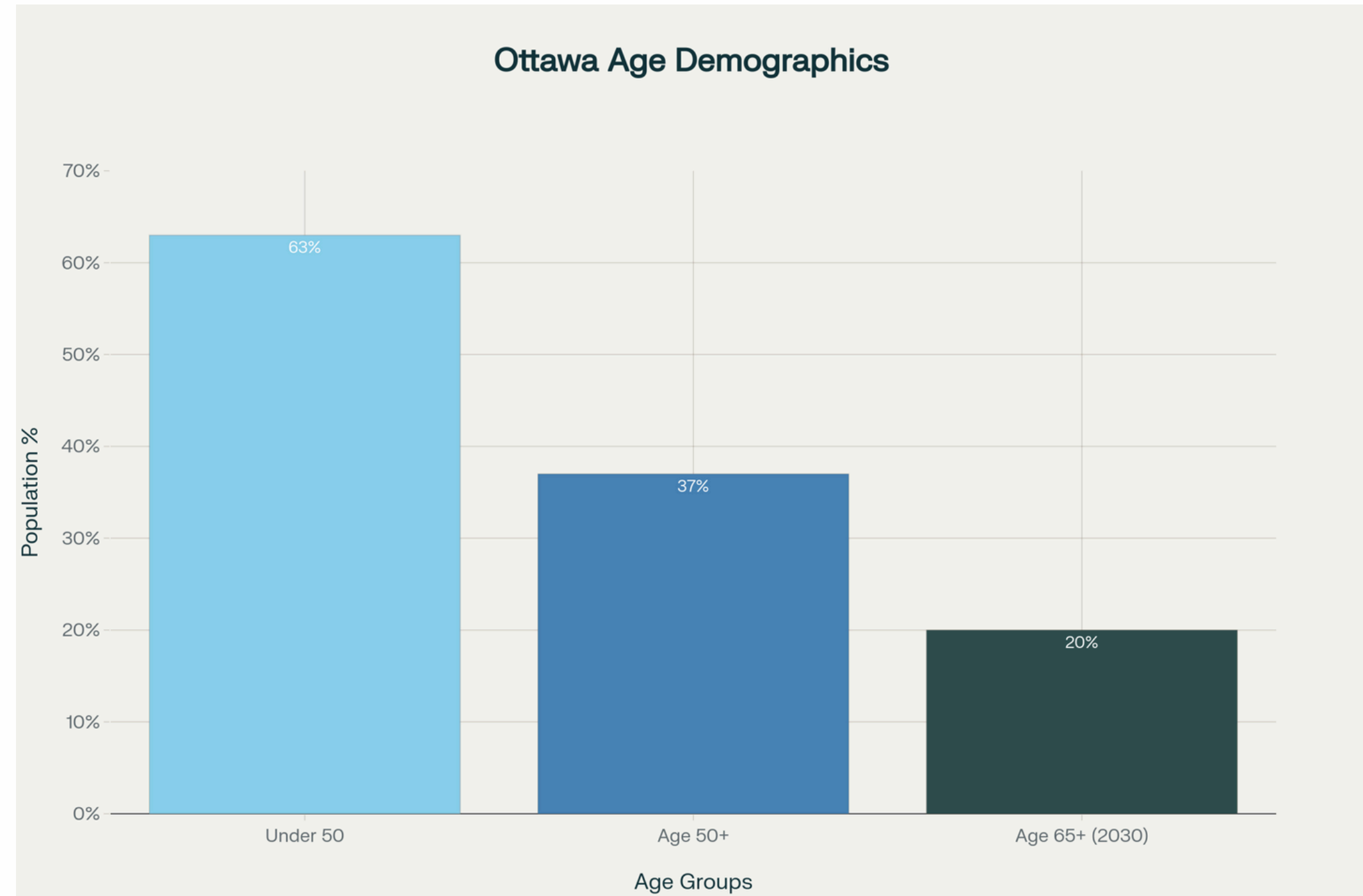


SENIORS ARE THE CITY'S FASTEST-GROWING AGE GROUP

37% OF OTTAWANS ARE NOW 50+ ⁽¹⁾

BY 2030, ONE IN FIVE RESIDENTS
WILL BE 65+ ⁽¹⁾

*Brands that champion
seniors **today**,
win lifelong loyalty
tomorrow*



⁽¹⁾ City of Ottawa Older adult Plan

WHY THE MUSLIM MARKET?

OTTAWA CMA **MUSLIM POPULATION:**
114,780 (7.8%) & GROWING ⁽²⁾

7 PARTNER MOSQUES:
AMPLIFY YOUR MESSAGE TO 75,000+
MUSLIM ADULTS CITY-WIDE ⁽²⁾

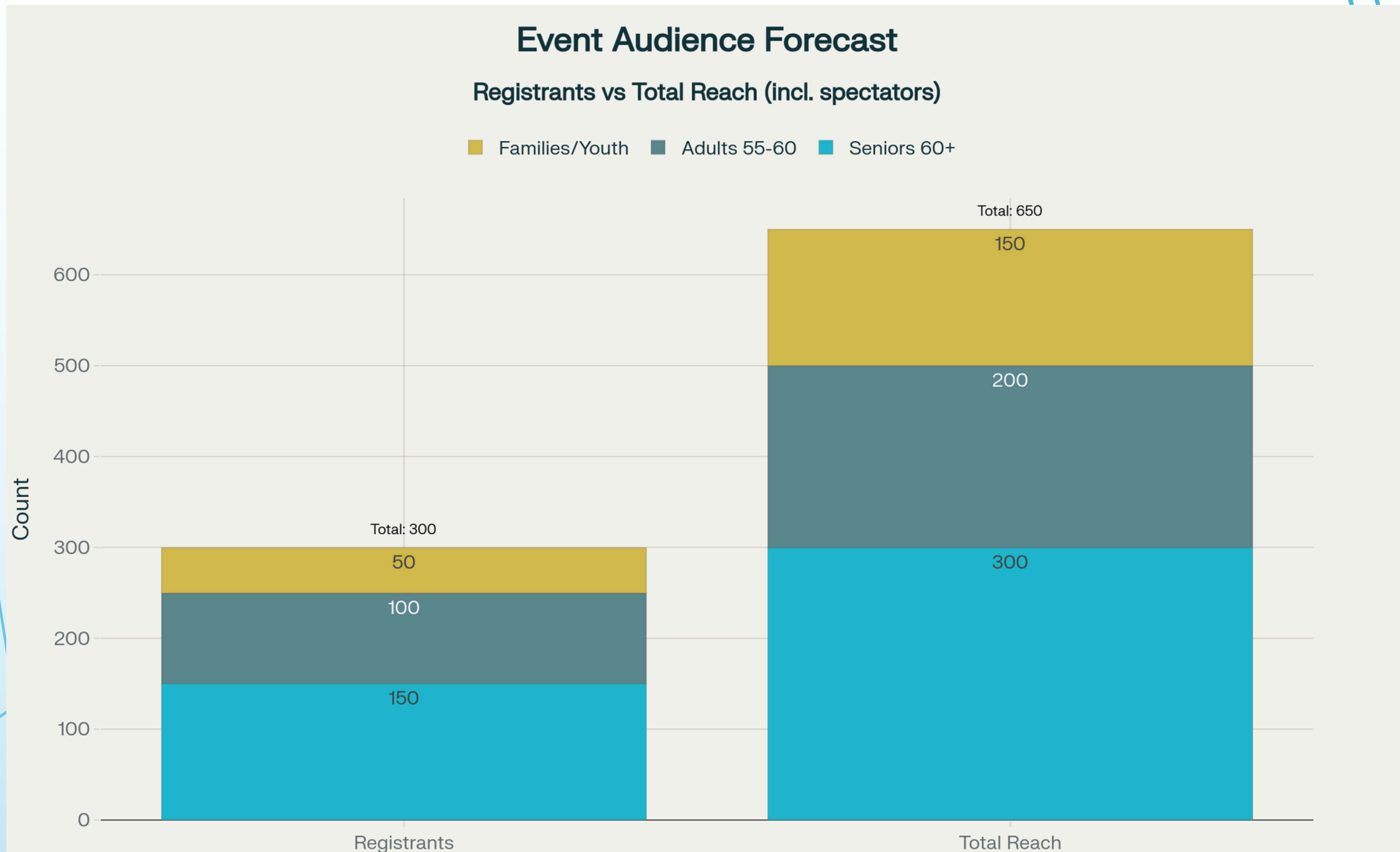
MARKET ADVANTAGES:

- Strong community networks and trust-based recommendations
- High engagement rates with community-supported brands
- Multi-generational household decision making
- Growing demographic with significant spending power





PROJECTED EVENT REACH





COMPREHENSIVE MARKETING CAMPAIGN

Social Media Analytics



Instagram
Followers

3788



Facebook
Followers

5,1k



8472
Subscribers

**41% avg
open rate**

WEEKLY E-NEWSLETTER: 8472 SUBSCRIBERS (41% AVG OPEN RATE)

FACEBOOK: 5.1K FOLLOWERS • 4.5K PAGE LIKES

INSTAGRAM: 3,788 FOLLOWERS • AVG 450 IMPRESSIONS/POST

9-WEEK MARKETING CAMPAIGN: 27 SCHEDULED POSTS + CROSS-SHARES VIA 7 MOSQUES

NEW EVENT WEBSITE WITH SPONSOR LOGO PLACEMENT & HYPERLINKS



WEBSITE EMPTY REAL ESTATE

[Home \(EN\)](#)[About \(EN\)](#)[Race info \(EN\)](#)[Sponsors \(EN\)](#)[REGISTER](#)

JOIN THE **AMA SENIORS STRIDE** TODAY

September 20th, 2025 | AMA Community Centre | Supporting Orphans Through Every Step |

[REGISTER NOW](#)

Your Steps, Their Hope - Supporting Orphans Through AMA Seniors Stride

[LEARN MORE](#)

Proudly Supported By

YOUR
LOGO

YOUR
LOGO

YOUR
LOGO

AMA Community

CONTACT

PROVEN SPONSORSHIP VALUE



48%

higher demand
for community
events post-
pandemic (3)



35%

better ROI
from tent-pole
activations (4)



20%

lower cost-
per-engagement (4)

BE THE TENT-POLE BRAND ON A FIRST-YEAR PROPERTY

— OWN THE NARRATIVE FROM DAY ONE



EVERY STEP MAKES A DIFFERENCE

\$25 Registration =



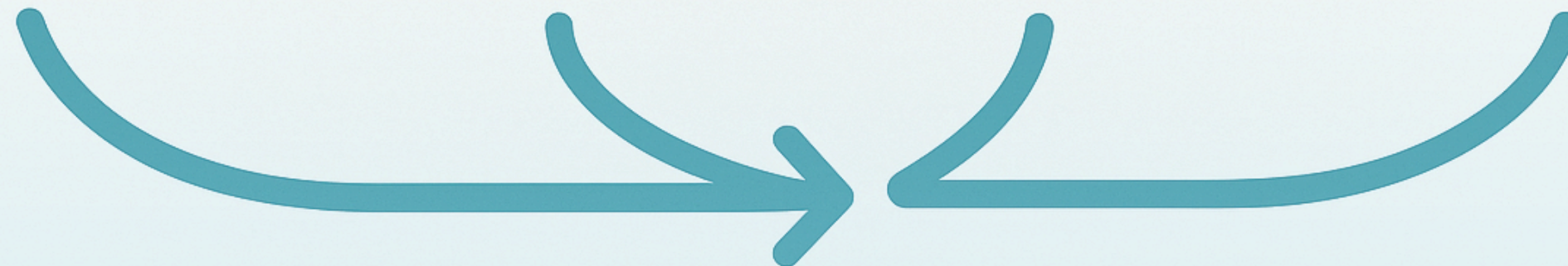
nutritious
meals



schooling
supplies



safe
shelter



YOUR SPONSORSHIP DIRECTLY ENABLES CHARITABLE IMPACT, CREATING POSITIVE BRAND ASSOCIATION WITH COMMUNITY VALUES AND SOCIAL RESPONSIBILITY.



EXCLUSIVE ACTIVATION OPPORTUNITIES



- BRANDED HYDRATION STATION BOTTLES & SIGNAGE
- VOLUNTEER UNIFORMS WITH SPONSOR LOGOS
- DIRECT PARTICIPANT INTERACTION OPPORTUNITY



- PERMANENT KEEPSAKE VALUE
- YEAR-ROUND BRAND VISIBILITY
- PARTICIPANT PRIDE ASSOCIATION
- **PLATINUM:**
 - LEFT CHEST + LEFT SLEEVE + LARGE CENTER BACK
- **GOLD:**
 - SMALL CENTER BACK + RIGHT SLEEVE

AMA SENIORS STRIDE

September 20, 2025

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



- BANNER & BACKDROP VISIBILITY THROUGHOUT EVENT
- HIGH PHOTO OPPORTUNITY
- FIRST IMPRESSIONS & EXPOSURE

INVESTMENT LEVELS & BENEFITS

Benefits	Platinum \$5k	Gold \$2.5k	Silver \$1k	Community \$500
Logo Place	✓	✓	✓	✓
Booth Space	Premium 10x20	Standard 10x10	Standard 10x10	✗
Social Posts	8	5	3	1
VIP Passes	8	4	2	0
Website Logo	Top tier	Mid tier	Footer	Footer list
Newsletter	2x banner	1x banner	Text	List
Stage Logo (Headline)	✓	✗	✗	✗
Race Bib Logo	✓	✓	✗	✗
Medal Logo (Ribbon)	✓	✗	✗	✗
Hydration	Exclusive	Shared	✗	✗
T-Shirt (+\$1k) (Limit of 2 sponsors)	+\$1k	+\$1k	+\$1k	+\$1k

CUSTOM **VIP** GROUP PACKAGE

HOST 4-10 EXECUTIVES FOR \$35/PERSON

VIP BENEFITS:

- PRIVATE INDOOR LOUNGE WITH DEDICATED SEATING
- COMPLIMENTARY CATERED REFRESHMENTS AND SNACKS
- TEAM PHOTO OPPORTUNITY ON AWARDS STAGE
- TIMED-TEAM AWARD ELIGIBILITY
- DEDICATED CHECK-IN AND HOSPITALITY SERVICE
- NETWORKING OPPORTUNITIES WITH COMMUNITY LEADERS





READY TO STRIDE TOGETHER?

KEY DATES:

- **August 25:** Sponsorship commitment deadline for print assets
- **September 1:** Final artwork and branding materials due
- **September 20:** Event day + live activations
- **October 1:** Complete impact & ROI report delivered

LET'S STRIDE TOGETHER—RESERVE YOUR PACKAGE TODAY

Email: seniors@amacentre.ca • Website: amaseniors-stride.com

YOUR BRAND • THEIR HOPE • ONE STRIDE AT A TIME

THANK YOU
FOR CONSIDERING PARTNERSHIP WITH
AMA SENIORS STRIDE 2025

LET'S STRIDE TOGETHER TOWARD A HEALTHIER, MORE CONNECTED COMMUNITY

