



Hog Jog Sponsorship

After a three-year hiatus, Hog Jog returns in 2023! Since 2005, the Ontario Pork Industry Council (OPIC) has organized Hog Jog to celebrate the people and products of the pork industry while giving back to local community organizations. Hog Jog will be held on the evening of June 21, 2023 at Stratford Rotary Complex – site of the Ontario Pork Congress.

Why are we unique?

- Hog Jog committee selects a different charity to support from numerous excellent applications, looking for an opportunity to give back locally in a meaningful way.
- We tie the run to the pork industry, as an important economic driver in Southwestern Ontario.
- The run features an after-race meal of an excellent pork dinner where industry has a great chance to mix with consumers.
- We focus on fun, family and fitness offering a family friendly 3.5 K course and a challenging 10 K course. - The event includes in the range of 500 eager participants from Perth County as well as surrounding counties.
- Over the years we have raised over **\$500,000** for 14 very worthy local causes.

Our 2023 Cause

Funds raised from our 2023 run will benefit St John Ambulance – Stratford Branch. St John Ambulance’s mission is to enable everyone to improve their health, safety and quality of life through training, education, resources and service to the community and they do not receive any public funding. You have likely seen St John Ambulance volunteers at community events, where they provide on-site Medical First Responders. You may have also seen them operating their Therapy Dog Programme, which serves long-term care homes, mental health facilities and the Paws-4-Reading Program.

Originally, St John Ambulance had applied and been chosen to be the beneficiary for the 2021 Hog Jog, which did not run.

Sponsorship	Contribution	Brand Recognition				
		Special	Website	Runner’s Items	Posters	Brochure
Platinum 1	\$3,000	Logo on every runner’s gift	✓	✓	✓	✓
Platinum 2	\$3,000	Pop-ups at Start/Finish Line Option at finish table	✓	✓	✓	✓
Platinum 3	\$2,000 + shirts	Logo on weaner run t-shirts	✓	✓	✓	✓
Gold	\$1,000-\$2,999		✓	✓	✓	✓
Silver	\$500-\$999		✓	✓	✓	
Bronze	\$100-\$499		✓	✓		
Friend	In-kind		✓			

There is also the option to register a team to participate in the Hog Jog, raise money as a team and come wearing your team colours!
Other sponsorship ideas - let’s talk!

To confirm your sponsorship please contact Erin Wouters and Andreanna Surmak sponsorship@hogjog.ca

Thank you for your consideration,

Quincy Buis and Meeka Capozzalo (Hog Jog Chairs 2023)