



PARTNERING WITH THE IWK FOUNDATION

By partnering with the IWK Foundation, you align with one of the Maritimes' most respected and recognized brands. You show your team and customers that our Maritime community matters to you and that you want to ensure that IWK patients and their families have access to the specialized care for which the IWK has become widely known.

Sponsorship opportunities with the IWK Foundation

The IWK Foundation has a wide range of sponsorship opportunities. From our direct mail campaigns to the IWK Telethon for Children to digital match opportunities, we have many ways to help you meet your corporate social responsibility goals.

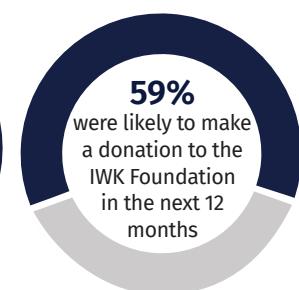
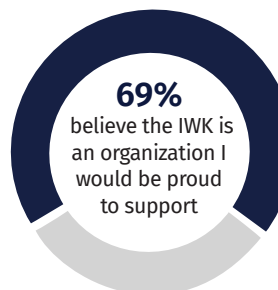
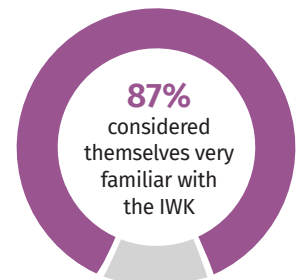
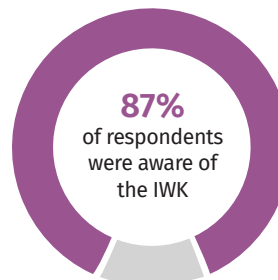
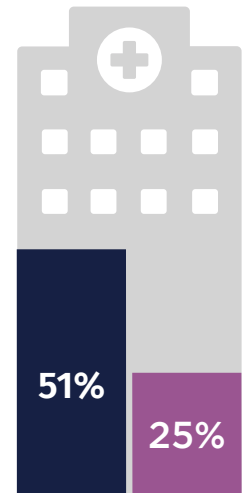
As an IWK Foundation sponsor, you combine the strengths of our brands to engage your customers and employees, build your brand loyalty and show your commitment to making a positive social change for Maritime children and their families.

You will have access to an exclusive IWK Foundation supporter logo for your publications and social media channels. In addition, you will have your logo shared across the IWK Foundation distribution channels, as per your sponsorship agreement.

A recent Brand Health survey commissioned by the IWK Foundation found:

When respondents were asked, unaided, to name hospitals, **the IWK was the top selection, named by 51 per cent of respondents.**

The next most recognized institution **had only 25 per cent recognition.**



Research conducted by Strategic Navigator in June 2022 via online survey. Sample size included approximately 500 residents of NS, NB and PEI, aged 18+. All respondents had donated at least \$50 to charity in the past 12 months, and identified themselves as being at least somewhat likely to donate to a health & disease related organization, child / family related organization or hospital / healthcare facility if in a position to donate to charity.