



GIVE HOPE WINGS

2025 Sponsorship Opportunities



ABOUT HOPE AIR

Ensuring Canadians can access the critical medical care they need regardless of cost and distance.

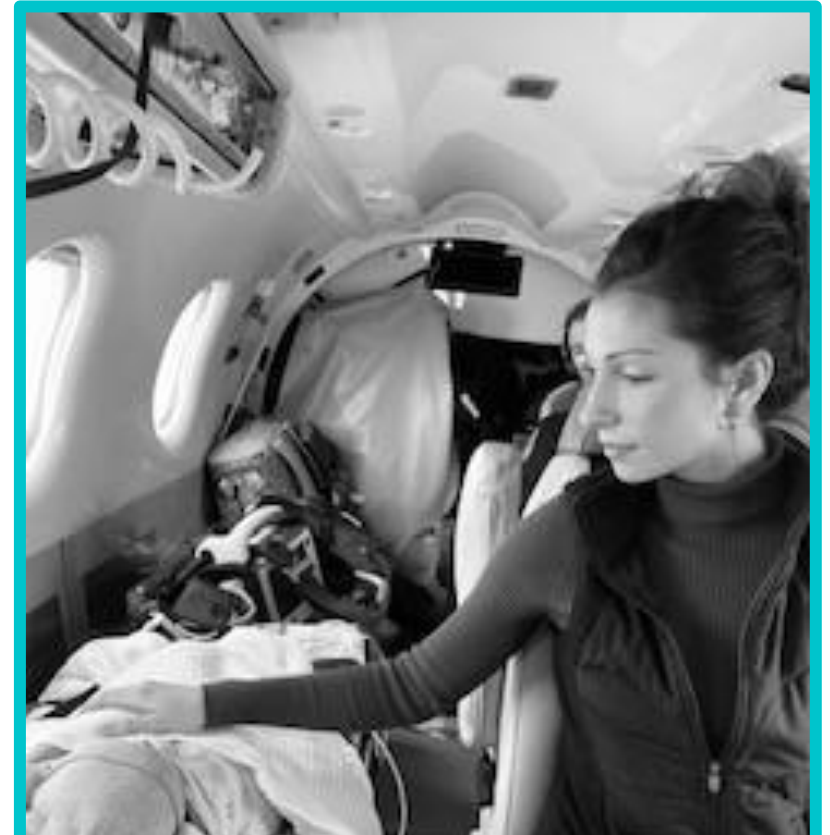
Canada's universal healthcare system comes with a caveat: you may need to travel great distances to reach care. For low-income Canadians, including children, single mothers, and seniors, the cost is a huge barrier. Hope Air is the only national charity providing free flights, accommodations and travel supports for Canadians in need. With a nationwide reach through our strong network of partners we have the ability to solve the unique needs presented by individual patient circumstances and our diverse geography.

Our services are intentionally barrier free ensuring that anyone who needs help will receive it in their time of need.

Demand for our services is rising dramatically. This expedition, and your support are critical to ensuring that no patient is left behind when it comes to accessing vital medical care.

Any patient who must travel for medical care, has an appointment covered through their provincial health plan, and demonstrates financial need is eligible for Hope Air support. We have never denied an eligible travel request. Hope Air is proud to be available whenever, and wherever we are needed to get people to the care they need and deserve.

Hope Air is not an airline. We're a lifeline.



**In 2024, Hope Air provided
45,900+ travel arrangements,**

**A 80%+ increase over 2023, and growth by
more than 33,000 arrangements in two years.**

ABOUT GIVE HOPE WINGS

Give Hope Wings is a once-in-a-lifetime flight expedition offering a mix of adventure and impact through connection to our patient communities.

Give Hope Wings was founded in 2017 by Dave McElroy who came to Hope Air with a vision of giving back through his lifelong passion: flight. This year, pilots and their passengers will embark on a unique expedition focused on Central Canada, with stops in iconic locations including Gore Bay on Manitoulin Island, Sault Ste. Marie for Hope Air Day and Winnipeg, MB.

The expedition will launch June 5 from Gore Bay, ON and end June 14. Along the way, pilots will connect with Hope Air patients and partners, explore hallmark aviation communities, and experience breathtaking aerial views of Canada's landscapes.





With a focus on one single, unforgettable journey this year we are expecting our biggest expedition squadron yet, with 25 aircraft expected to participate. This streamlined approach will allow us to amplify the impact of Give Hope Wings, bringing more energy, resources, and attention to one extraordinary expedition. With an anticipated attendance of 2,000+ at airport and community events, and media impressions in the millions, sponsoring Give Hope Wings will put your brand in front of regional and national audiences, airport authorities and their vendors, and a dedicated group of pilots with sufficient disposable income to self-fund a 10-day aviation adventure in support of charity.

The expedition raised \$440,000 and generated more than 10 million media impressions in 2024.

Since its inception, Give Hope Wings has raised more than \$2.7 million to support patients in need across Canada.



This year, our flights touch down at more than ten regional airports and features key activations in:

-  **Gore Bay, ON**
Event kick-off celebration
-  **Sault Ste. Marie, ON**
Hope Air Day on June 6
-  **Red Lake, ON**
Details coming soon
-  **Winnipeg, MB**
Expedition celebration with Hope Air patients

FIRST CLASS SPONSORSHIP OPPORTUNITIES

Expedition Sponsor
\$10,000

Flight Sponsor
\$5,000

Pilot Sponsor
\$2,500

Patient Community Sponsor
\$1,000

Give Hope Wings offers one-of-a-kind sponsorship opportunities throughout the expedition, with a chance to ride in the right seat alongside our pilots.

By partnering with Hope Air on its most visible public events, your brand aligns with a relatable, digestible mission meeting a real need across Canada.

Together with our partners, we build custom and meaningful activation opportunities to maximize brand exposure and meet your marketing objectives. Standard benefits are outlined in the following slides, with the opportunity to tailor to a local, regional and national audience throughout the expedition and during this year's Hope Air Day celebration and concert in Sault Ste. Marie, ON.

We have an identifiable impact on the communities we serve. Our strong brand affinity and the media reach of Give Hope Wings and Hope Air Day present tangible assets as part of your social impact strategy. Our structure intentionally focuses on urban and rural audiences to provide broad penetration.

Pilots and patients are part of our sponsor recognition, offering opportunities for authentic recognition of your contribution and its impact. With strong penetration general aviation through outreach and participation; high-affinity in Hope Air patient communities; and urban-focused events targeting business communities and high net-worth, we'll build a plan to share your support with the target audience you prioritize.

Expedition Sponsor | \$10,000

Multiple opportunities available

Brand Visibility and Awareness:

- Logo recognition on all expedition aircraft
- Logo patch on pilot jacket
- Prominent logo placement and company recognition in the following event promotional materials:
 - Marketing email sent to Give Hope Wings pilots
 - Organic social media posts
 - Give Hope Wings webpage and all event team & participant pages with link to company site
- Company logo included in post-event thank you email
- Company logo recognition on Hope Air's supporter page

On-site Recognition:

- Logo recognition and brand visibility at Hope Air Day & concert
- Recognition including signage, announcements and other activities at select airport stops

Other Benefits:

- Executive participation in expedition as "flight crew"
- Business acknowledgment receipt
- Event impact report

Flight Sponsor | \$5,000

Multiple opportunities available

Brand Visibility and Awareness:

- Logo recognition on select expedition aircraft
- Logo placement and company recognition in the following event promotional materials:
 - Marketing email sent to Give Hope Wings pilots
 - Give Hope Wings webpage and all event team & participant pages
- Company logo included in post-event thank you email
- Company name recognition on Hope Air's supporter page

On-site Recognition:

- Recognition including signage, announcements and other activities at select airport stops

Other Benefits:

- Business acknowledgment receipt
- Event impact report

Pilot Sponsor | \$2,500

Multiple opportunities available

Brand Visibility and Awareness:

- Logo on specific pilot aircraft
- Logo on pin worn by pilot
- Logo placement in the following event promotional materials:
 - Marketing email sent to Give Hope Wings pilots
 - Give Hope Wings webpage
- Company logo included in post-event thank you email

On-site Recognition:

- Recognition including signage, announcements and other activities at select airport stops

Other Benefits:

- Business acknowledgment receipt

Patient Community Sponsor | \$1,000

Multiple opportunities available

Brand Visibility and Awareness:

- Logo placement and company recognition in the following event promotional materials:
 - Marketing email sent to Give Hope Wings pilots
 - Give Hope Wings webpage
- Company name included in post-event thank you email

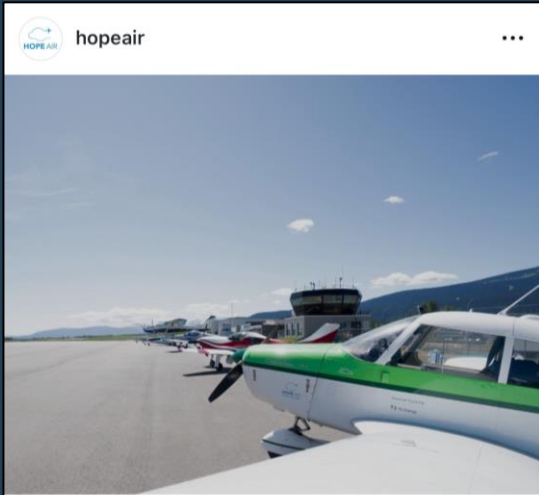
On-site Recognition:

- Recognition including signage, announcements and other activities at select stops

Other Benefits:

- Business acknowledgment receipt

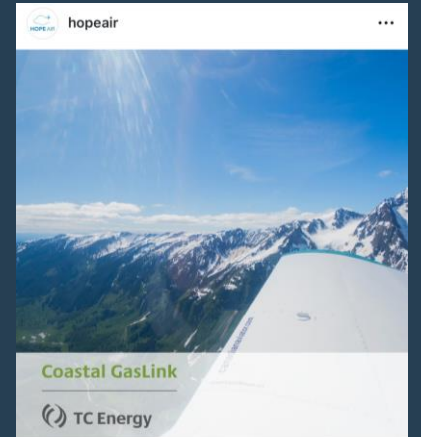
RECOGNITION EXAMPLES



♡ 18 💬 📌

hopeair Hope Air's Give Hope Wings Expedition is stopping in Winnipeg tomorrow! We are grateful for the support of event title sponsors Perimeter Aviation and Bearskin Airlines. Their commitment to the Give Hope Wings Expedition allows Hope Air to continue to ensure no patient is left behind when accessing vital medical care.

@perimeter_aviation @bearskin_airlineswpg
@royalaviationmuseumofwc



♡ 17 💬 📌

hopeair Hope Air and the Give Hope Wings Expedition are thankful for Coastal GasLink and TC Energy's support of the 2023 Give Hope Wings Expedition. Their support allows Hope Air to continue reducing barriers to access for Canadians in need, keeping patients focused on their health and supporting the vitality of small communities.

Learn more about how Hope Air bridges the distance between home and hospital through the link in our bio.



GIVE HOPE WINGS' 2024 REACH

Social Media Promotion

Give Hope Wings promotion began in January with paid ads targeting the pilot community as well as the communities of the stops throughout the expedition to garner interest for the expedition and raise critical funds. The below metrics reflect paid efforts:

388,607
Impressions

14,875
Reach

4,234
Clicks

Hope Air facilitated social media promotion of the Give Hope Wings expedition through the whole month of June while the expedition ran, in addition to posts before the expedition began and afterwards. The below metrics reflect engagement throughout the month of June.

280,748
Impressions

3,262
Engagements

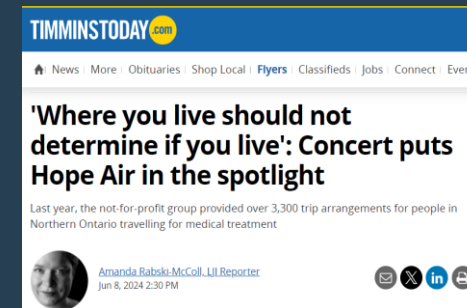
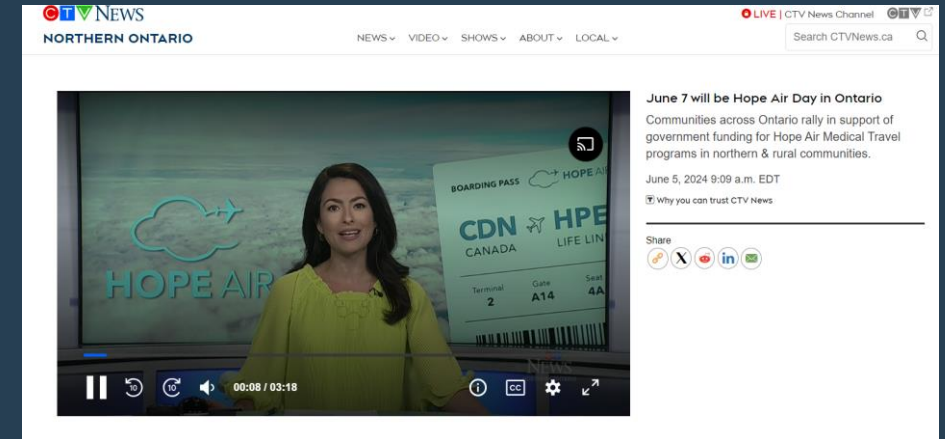
431
Clicks

National Media Pickup

CTV News: [June 7 will be Hope Air Day in Ontario](#)

Global News: [June 17 declared Hope Air Day by health-care charity](#)

Media Pickup



SHOWCASE YOUR SUPPORT

Ride in the right seats with our pilots *and* patients.

Our participating pilots and in particular our organizing committee have helped Give Hope Wings grow from more than just a fundraising event, into a symbol of hope and a beacon of light for those in need of equitable access to healthcare. Over the past six years, Give Hope Wings has touched the lives of countless individuals and families, reinforcing our commitment to leaving no patient behind.

As a Give Hope Wings Sponsor, you'll have the unique opportunity to experience breathtaking views firsthand alongside our pilots during the expedition. Join us as an Expedition Sponsor and be part of this incredible journey – providing a once in a lifetime flight, and great content capture opportunities to showcase your support of Canadians in need.

Whether with us in person or in spirit, you will have the opportunity to not only showcase your support directly to an exclusive audience of pilots, but to those that matter most – our patients. **Your support ensures they can focus on what matters most – their health.**

Your sponsorship is more than logos on jackets and brand activations. It is a chance to demonstrate your corporate commitment to our families and see the impact of your support first-hand.

Give Hope Wings could not happen without the dedicated support and leadership of volunteers and partners, like you.

Lee Arsenault and Marilyn Staig *(Co-expedition Captains and Featured pilots)*

When Lee retired at age 55, his childhood dream of being a pilot resurfaced. Lee got his Private Pilot License (PPL) in 2008 and Instrument Flight Rule (IFR) rating in 2013. Lee and his wife Marilyn bought a Diamond DA-40 in 2011.

In 2016, Lee heard about Hope Air and its mission to provide Canadians in financial need with free travel and accommodations for medical care far from home. He joined as a volunteer pilot and has flown 35 Hope Air missions since, transporting patients to vital medical care. In 2019, he was awarded Hope Air Volunteer Pilot of the Year.

Lee and Marilyn have been lead organizers and participants in the 2020, 2021, 2022 and 2024 expeditions. They are back as part of the organizing committee for Give Hope Wings 2025's Expedition.



They have completed 35 Volunteer missions for Hope Air patients since becoming volunteers in 2019.

ABOUT HOPE AIR DAY

Hope Air Day 2025 will be celebrated on June 6 across Canada through a series of social and traditional media activations, and with a special live event taking place in Sault Ste. Marie, ON. This exclusive concert will feature entertainment and host Hope Air patients, city leaders, our Give Hope Wings pilots, partners, and other key stakeholders delivering the message that Northern Ontario patients deserve to receive equitable access to health care.

Hope Air Day in Sault Ste. Marie will unite the residents of Northern Ontario and its elected officials, corporations, healthcare professionals and key stakeholders, and affirm our commitment to remove the barriers of cost and distance for thousands of patients who are required to travel to access medical care each year.

This issue is particularly relevant for the 800,000 residents of Northern Ontario who represent the communities of most significant need.

In correlation with our 2025 Give Hope Wings expedition, participating volunteer pilots on Hope Air's 2025 Give Hope Wings Expedition will fly into Sault Ste. Marie to join us for a community concert with local talent. The event will be live streamed to audiences across Canada.

HOPE AIR
DAY



GIVE HOPE WINGS HISTORY

2018

The first flight took place when three pilots: Dave McElroy, Harold Fast and Russ Airey left Canada to circumnavigate South America.

2019 -
2021

Northwest (Alaska), Sault to Saguenay and Boundary Bay to Hudson Bay took place in subsequent years growing in pilot participation and financial support over these next three years.

2022

The expedition flew across Canada for the first time: from Victoria to St. John's and ending in Montreal, the 20+ route stops provide a unique opportunity to explore new cities and stunning Canadian landscapes.

2023

The Expedition featured three unique expeditions focused on Western Canada, Prairies, and Eastern Canada. With stops in large urban airports; Hope Air patient communities; and hallmark aviation communities.

2024

Give Hope Wings launched three unique expeditions focused on Western Canada, Prairies, and Eastern Canada. With stops in large urban airports; Hope Air patient communities; and hallmark aviation communities.



Past expeditions include Patagonia, Northwest (Alaska), Sault to Saguenay, Boundary Bay to Hudson Bay, and Canada Coast to Coast.

GIVE HOPE WINGS 2025

Sponsorship Opportunities

We would love to connect with you to discuss how we can create a partnership that makes a meaningful impact for the small and underserved communities we serve while meeting your business objectives.

Thank you for your consideration.

Contact

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Volunteer Pilot Lee Arsenault with patient Kyson, who has been flying with Hope Air since 2007.