

9th Annual



Like everything else in our pandemic world, the Bad to the Bone tournament is very different this year: Social distancing keeps us apart, and we can't gather at the golf course. But Bad to the Bone lives on, as a virtual auction.

While we can't be together in person this year, respecting physical distancing protocols, we are carrying on Sherry Bassin's drive and commitment to support orthopaedics. Please join us!

Your participation will help the tens of thousands of Canadians living with pain, isolation, unhappiness and an inability to enjoy life due to bone and joint disorders such as arthritis, osteoporosis and injury.

Let's not Break the Streak!
Join our on-line auction

September 21-25

We are auctioning all the terrific items that Sherry's auction has been famous for at *Bad to the Bone*, and more. All proceeds support *Bad to the Bone*.



THREE WAYS TO SUPPORT THE 9th Annual *Bad to the Bone*

1. SPONSOR our on-line auction: see the next page for sponsorship opportunities, all of which provide you with recognition on the virtual auction site.
2. BID on items in September: you will have a week to pick up some terrific items.
3. DONATE to *Bad to the Bone*. You could receive a special gift: for donations of \$500, we'll send you a *Bad to the Bone* golf shirt (until quantities run out). For a gift of \$1000 we will send you a hockey-star signed hockey puck.

Sponsorships and donations qualify for income tax receipts.

Did you know?

It is estimated that 70% of Canadians will require orthopaedic treatment at some point in their lives, for things like:

- Trauma due to accidents and sports injuries
- Joint destruction caused by arthritis
- Fractures resulting from osteoporosis
- Spinal deformities (like scoliosis)
- Inherited skeletal deformities (like club feet)
- Neuromuscular conditions (like muscular dystrophy, para- or quadriplegia)

For more info please visit us www.badtobonegolf.org

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SHERRY BASSIN



BAD TO THE BONE
CHARITY GOLF CLASSIC

DONATION/SPONSORSHIP FORM

Save time and complete the form on-line at www.badtothebonegolf.org

Donation	Amount	My Total
Amount		
- \$500 donors: we'll send you a golf shirt (as long as supplies last)		
- \$1,000 donors: we'll send you an autographed hockey puck		
SPONSORSHIP	Fee	My Total
<input type="checkbox"/> Auction Presenting Sponsor	\$5,000	
<input type="checkbox"/> Gold Sponsor	\$2,500	
<input type="checkbox"/> Exclusive Auction item Sponsor	\$1,500	
<input type="checkbox"/> Premier Auction item Sponsor	\$1,000	

My total contribution:	\$
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Payment Information:

☐ VISA ☐ MasterCard ☐ Amex

Card #: _____

Expiry (mm/yy): _____

3-Digit Security Code: _____

Cardholder Name: _____

Signature: _____

☐ Cheque Enclosed

Please return completed form and cheque/money order made payable to:

Canadian Orthopaedic Foundation

P.O. Box 1036 Toronto, ON M5K 1P2

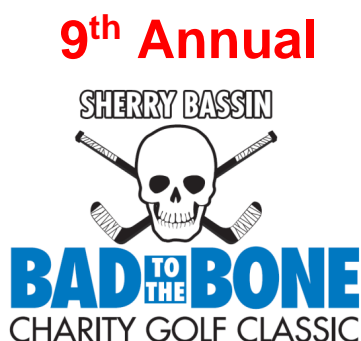
Or phone Patti Watkins with credit card detail at 1-800-461-3639 ext 221

For more information, contact Isla Horvath,

COF Executive Director and CEO, at

isla@canorth.org; 416 410 2341, ext 225





1-800-461-3639 ext 225

Sponsorship Opportunities

The Event

Bad to the Bone is a signature event of the Canadian Orthopaedic Foundation (COF). This popular annual golf tournament is being re-imagined in the global pandemic world of 2020: Inspired by the popularity and success of the auction held at the golf tournament every year, WE ARE PLEASED TO OFFER A VIRTUAL AUCTION! Physical distancing prohibits us from getting together on the course, but you can still enjoy the fun of bidding on a fantastic array of items – such as sports memorabilia, jewellery, artwork and more – all from the comfort of your home online.

The Logistics

When? September 21-25, 2020
Where? In the comfort of your home, right on your keyboard.

The Cause

Loss of mobility and restricted movement have a tremendous impact on the quality of life for millions of us each year, as

70% of Canadians will need orthopaedic treatment at some point in their lives

an estimated 70% of Canadians will need orthopaedic care at some point in their lives. Fortunately, advances in orthopaedic treatments and techniques help Canadians to regain their mobility and to enjoy pain free movement. These advances are only uncovered through research.

The Canadian Orthopaedic Foundation is in a key position to drive the research projects that support innovations in orthopaedic surgery, treatment and care. At the same time, the COF provides programs in education (both for patients and health care professionals) and patient care.

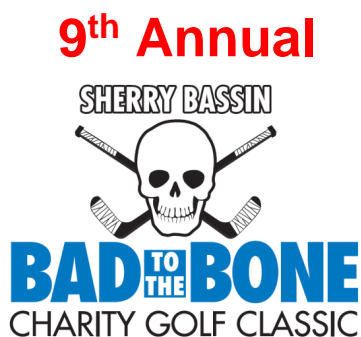
Quite simply, the Foundation is well-positioned to advance orthopaedic research, enhance education and support patient care. We are Canada's only charitable organization dedicated solely to helping Canadians to maintain and restore their bone and joint health.

When you choose to become a Sponsor of *Bad to the Bone*, you are helping thousands of Canadians to cope with, and recover from, their orthopaedic journey, with an ultimate goal of regaining a quality, pain-free life with mobility and independence.

Sherry Bassin
Event Ambassador and
Orthopaedic Patient

Pierre Guy
Orthopaedic Surgeon and Board Chair,
Canadian Orthopaedic Foundation

For more info please visit us www.badtothebonegolf.org



Sponsorship Opportunities

The 9th Annual Sherry Bassin *Bad to the Bone* VIRTUAL AUCTION would not be possible without the kindness and generosity of sponsors. Your support and commitment to this important cause make a meaningful difference.

PRESENTING

\$5,000

The Presenting Sponsor will be recognized as the face of the tournament. Your brand will be featured alongside the event logo and identified by the term: "Presented by..."

Benefits Include:

- ▶ Logo front and centre on the Virtual Auction pages.
- ▶ Exposure/recognition to all who visit the auction pages: the COF is inviting more than 5,000 people (surgeons, patients, donors and friends) to participate. As well, we're promoting the event widely through social media and other communications channels. Everyone will have the chance to see your logo, and recognize your commitment to orthopaedics.
- ▶ Pre and post event publicity, including your logo/name on the *Bad to the Bone* event website and the COF website
- ▶ Recognition in the COF Annual Report and national newsletter
- ▶ Recognition through the COF's social media platforms: Twitter and Facebook

GOLD SPONSOR

\$2,500

Gold Sponsors will receive second tier recognition as event sponsors.

Benefits Include:

- ▶ Second tier sizing and placement of logo on the Virtual Auction pages.
- ▶ Exposure/recognition to all who visit the auction pages: the COF is inviting more than 5,000 people (surgeons, patients, donors and friends) to participate. As well, we're promoting the event widely through social media and other communications channels. Everyone will have the chance to see your logo, and recognize your commitment to orthopaedics.
- ▶ Pre and post event publicity, including second tier sizing and placement of your logo/name on the *Bad to the Bone* event website and the COF website
- ▶ Recognition as a gold sponsor in the COF Annual Report and national newsletter
- ▶ Recognition as a sponsor through the COF's social media platforms: Twitter and Facebook

EXCLUSIVE AUCTION ITEM SPONSOR

\$1,500

The Auction item sponsor brings to the auction a special item. Sponsors in this category have a chance to select the EXCLUSIVE item they would like to sponsor: team signed jerseys (much sought-after by collectors), private Zoom calls with some hockey greats, and more. We are adding to the list. Exclusive Auction Item sponsors will receive a list of available items and can choose which ones they want to sponsor.

Benefits Include:

For more info please visit us www.badtothebonegolf.org

- ▶ Name displayed beside your item on the virtual auction website (This item brought to you by ...)
- ▶ Recognition as a top auction supporter on the *Bad to the Bone* website and the COF website
- ▶ Recognition on the COF's Social media platforms: Twitter and Facebook

PREMIUM AUCTION ITEM SPONSOR

\$1,000

The Auction item sponsor brings to the auction a special item. Sponsors in this category have a chance to select the premium rated item they would like to sponsor: individual signed jerseys, signed and framed hockey photos, and more. We are adding to the list. Premium Auction Item sponsors will receive a list of available items and can choose which ones they want to sponsor.

Benefits Include:

- ▶ Name displayed beside your item on the virtual auction website (This item brought to you by ...)
- ▶ Recognition as an auction item supporter on the *Bad to the Bone* website and the COF website
- ▶ Recognition on the COF's Social media platforms: Twitter and Facebook