



Play4Care

2026 SPONSORSHIP OPPORTUNITIES

Saturday, June 6th 2026

fhc FLEMINGDON
HEALTH CENTRE

Play4Care

Flemington Health Centre is a vibrant, multidisciplinary community health organization serving one of Toronto's most diverse and dynamic populations. For over 50 years, we have worked alongside our community to build stronger, healthier futures for everyone.



Hosted by Flemington Health Centre - Play4Care is a multi-sport event bringing together families, youth, and healthcare providers to improve access to primary care!

GOAL: Rally our community by connecting 500 people with a family doctor.

This event supports Ontario's Primary Care Action Team (PCAT) with the goal of connecting 100% of Ontarians to a regular primary care provider by 2029. "Together we are building a primary care system that is comprehensive, convenient and connected for every single person in Ontario," said Dr. Jane Philpott, Chair of Ontario's Primary Care Action Team.

For the cost of a single trip to the emergency department, FHC can provide a suite of health care services to that same person for an entire year. Access to primary care improves people's health outcomes, reduces strain on the emergency department and supports prevention.

To learn more about FHC's team-based primary care, click [HERE](#).

Event Highlights:

- Connecting 500 people to local Primary Care!
- Basketball, Soccer, Badminton and Softball matches!
- Delicious Free BBQ!
- Kids Activities that will delight the little ones!
- Healthcare Workers vs Youth Championship Basketball Game!
- Special Guest Speakers, DJ and more!



Sponsorship Opportunities

Play4Care	Friend of Flemingdon \$600	Health Champion \$1,500	Community Builder \$3,500	Legacy Sponsor \$8,000
Logo (small) shared on website and program	✓	✓	✓	✓
Recognition during opening remarks		✓	✓	✓
Social Media mention		✓	✓	✓
Option to include a promotional item for all attendees		✓	✓	✓
Email blast to all attendees			✓	✓
Exhibit table / Vendor booth			✓	✓
Name in event title				✓
Dedicated social media post				✓
Premium logo placement on jerseys of all youth players				✓
Photo library of event shared with you				✓
Speaking opportunity (5-6 minutes)				✓

2025 Snapshot

BY THE NUMBERS

\$58,615	FUNDS RAISED
500	EVENT ATTENDEES
3,500	MEDIA REACH UP 242%
5,000	MEDIA IMPRESSIONS UP 198%
5,600	ONLINE AUDIENCE MEMBERS



Our Valued Sponsors

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the · ismaili
CANADA



Logical
Outcomes

Featured Sponsorship Activations

Sponsors can support specific elements of the event with these unique add-ons:

Branded Station (small logo placement) - \$250/station

- BBQ station
- Welcome Desk
- Clean water refills
- FHC Primary Care Corner
- Raffle



(For sponsors above \$1,500 only)

Healthcare Hero Jerseys - \$1,000 (up to 3 available)

- Your logo will appear on the jersey of 4 FHC healthcare providers in the championship game! eg. "Dr. Ahmed is sponsored today by Fairview Pharmacy!"

Own the Championship Prize - \$2,000 (only 1 available)

- Own the championship moment by providing the prize money (\$800), presenting the winning trophy and taking the ultimate photo with the winning team and your organization's banner.

Become an FHC Sponsor Today!

We are confident that we can find the right opportunity to best suit your organization's goals.

Email Simone at giving@fhc-chc.com by May 1st to submit your inquiry.

