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# 2023 SPONSORSHIP PACKAGE

MAY 12-24, 2023

[WWW.RUNWITHROB.COM](http://WWW.RUNWITHROB.COM)



**24** Half Marathons

**12** Days **1** Province

**1** virus you wish you knew about

Dear Supporter,

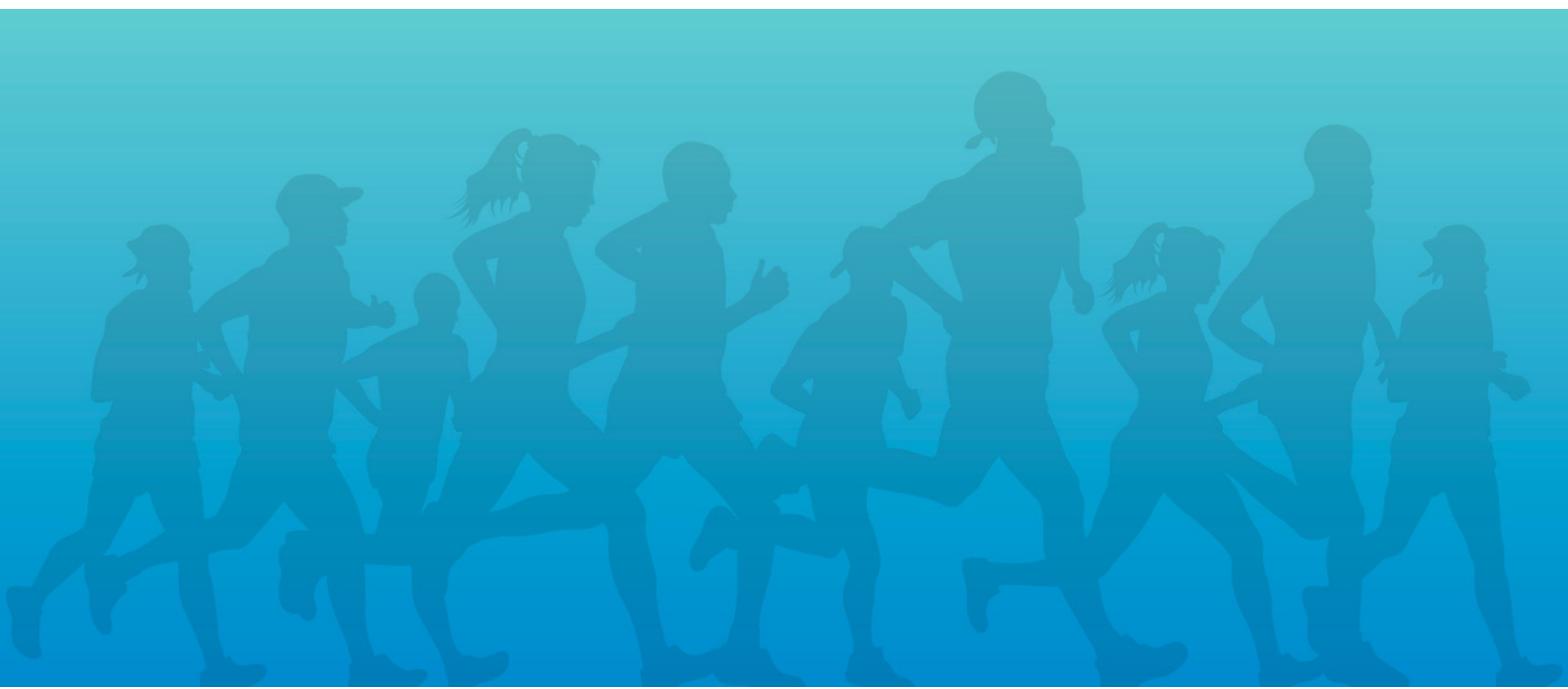
Run With Rob is a charity running event unlike any other. Over 12 days, i will run two half marathons per day to raise awareness of Bill 214 and funds for the Canadian CMV Foundation. Inspired by Canadian hero Terry Fox, i will run from the Saskatchewan - Manitoba border to the Manitoba - Ontario border in pursuit of ensuring that each baby born in Manitoba is tested for congenital cytomegalovirus, or cCMV for short.

Cytomegalovirus (CMV) is the most common infectious cause of birth defects in babies in developed countries. If the infection is detected early, there are antiviral medications that drastically improve outcomes for infected infants. Unfortunately, most cases are not being diagnosed, and rarely within the treatment window. Universal screening is the only way to ensure that all babies with cCMV are diagnosed in a timely manner so that they can receive the care they require.

Manitoba has an incredible opportunity to expand on the current newborn hearing screening program to include universal CMV screening as outlined in Bill 214. Universal cCMV screening protocols have changed the lives of countless families in Saskatchewan and Ontario, and Manitoba has fallen behind. Why should a baby from Whiteshell, Manitoba have an entirely different outcome than another ten minutes away in Clearwater Bay, Ontario? **Let's raise awareness together and bring universal cCMV screening to Manitoba.**

Sincerely,

Rob Tétrault  
President and Founder, Canadian CMV Foundation



# QUICK FACTS

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## Who is Rob?

Rob Tétrault is an award-winning financial advisor, philanthropist, and dad from Winnipeg, Manitoba. Rob co-founded the Canadian CMV Foundation with his wife Michelle after their son Alexandre was born with cCMV in 2008. Prior to Alexandre's birth, neither Rob nor Michelle had ever heard of cCMV. Today, Rob and Michelle are committed to raising CMV awareness and advocating for universal cCMV screening across Canada.

## What is CMV? What is cCMV?

Cytomegalovirus (CMV) is a common virus for people of all ages; however, a healthy person's immune system usually keeps the virus from causing illness. When a baby is born with a CMV infection, it is called congenital CMV, or cCMV for short. CMV is the most common infectious cause of birth defects in Canada. About one in 200 babies is born with cCMV.

## What is the Canadian CMV Foundation?

The Canadian CMV Foundation is a national charity committed to preventing cCMV infections and improving the quality of life for those affected. We are focused on raising awareness, supporting the CMV community, advocating for change, and championing innovative research.

## Is there a petition to sign?

Yes! Sign the petition in support of Bill 214 (universal screening in Manitoba) at [www.change.org/UniversalScreeningMB](http://www.change.org/UniversalScreeningMB)

## I have questions about running with Rob and / or sponsorship. Whom should I contact?

Please contact the Canadian CMV Foundation at [info@cmvcanada.com](mailto:info@cmvcanada.com)



SPONSORSHIP BENEFITS	Title	Gold	Silver	Bronze	Leg
	\$25K	\$15K	\$10K	\$5K	\$2.5K
Mention in press release	●	●			
Company logo and link displayed on www.runwithrob.com	●	●	●	●	●
Personalized video mention from Rob posted to social media	●	●	●	●	●
Social media mention prior to the event	●	●	●	●	●
Ten (10) races entries to one of two legs in Winnipeg, Manitoba	●	●	●		
Five (5) race entires to one of two legs in Winnipeg, Manitoba				●	●
<i>Company logo printed on the following items:</i>					
Finish line signage	●	●	●	●	●
Travel trailer	●	●	●	●	●
Prominent area of official t-shirt	●	●			
Back of official t-shirt			●	●	
Official hat	●	●			
Official swag bag	●	●			
Running bib	●	●			



CANADA

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