



2025 SPONSORSHIP PACKAGE

JULY 21 - AUGUST 3, 2025

WWW.RUNWITHROB.COM

A background graphic at the bottom of the page shows a group of runners in various poses, rendered as dark blue silhouettes against a lighter blue gradient background.

14 Marathons
14 Days 1 Province
1 Movement to Save Lives

Dear Valued Supporter,

Following the incredible success of Run With Rob in Manitoba in 2023 and New Brunswick in 2024, we are thrilled to announce our next ambitious endeavour: **Run With Rob Prince Edward Island 2025**. Once again, Rob Tétrault will embark on a remarkable journey, running approximately 550 kilometres around the beautiful province of Prince Edward Island over 14 days to raise awareness and funds for the Canadian CMV Foundation.

Inspired by the indomitable spirit of Terry Fox, Rob will lace up his running shoes to traverse PEI's scenic coastline, with each step symbolizing our collective commitment to ensuring the health and well-being of newborns across the province.

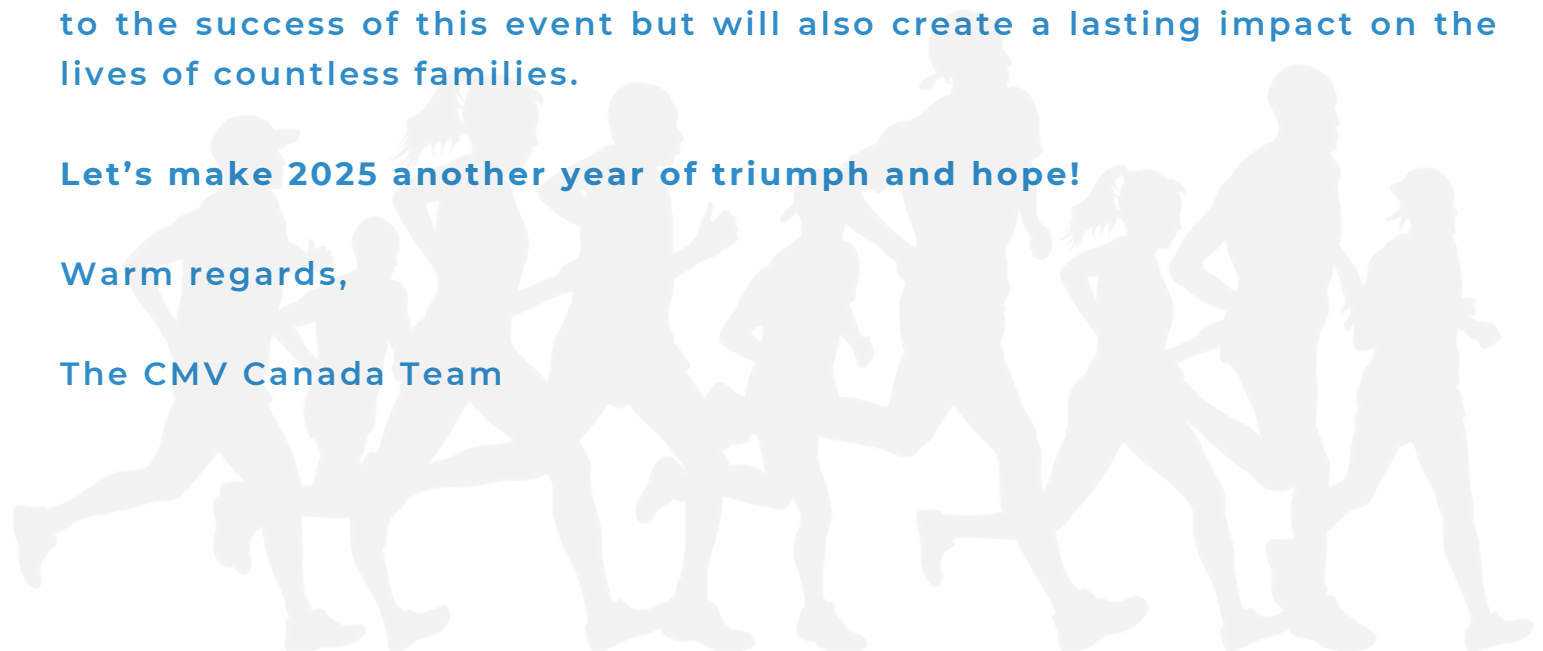
Run With Rob is not just a run; it's a movement to make a meaningful impact on the lives of infants and their families affected by congenital Cytomegalovirus (cCMV). CMV remains the most common infectious cause of birth defects in Canada, and early detection is crucial for better outcomes. While numerous provinces across Canada have successfully implemented universal newborn screening for cCMV, regrettably, no such program currently exists in the Maritimes. Together, we can work to change that.

As we gear up for Run With Rob Prince Edward Island 2025, we invite you to join us as a valued sponsor. Your support will not only contribute to the success of this event but will also create a lasting impact on the lives of countless families.

Let's make 2025 another year of triumph and hope!

Warm regards,

The CMV Canada Team



BENEFIT	TITLE \$25K	GOLD \$15K	SILVER \$10K	BRONZE \$5K	LEG \$2.5K
PRINT MEDIA MENTION IN...					
Press release	●				
CMV Canada's annual report	●	●	●	●	●
SOCIAL MEDIA (CONTENT POSTED TO ALL CHANNELS UNLESS MENTIONED)					
Detailed thank you video from Rob	●	●			
Short thank you video from Rob			●	●	
Instagram shoutout	●	●	●	●	●
Mention in TikTok video					●
YOUR COMPANY LOGO ON OUR EVENT ITEMS...					
Prominent area, T-shirt and hat	●				
Back of T- shirt		●	●	●	
Travel trailer	●	●	●	●	
ONLINE PRESENCE					
Logo and link displayed on RunWithRob. com	●	●	●	●	●

FAQ

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. Up to 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.

What is Run With Rob?

Run With Rob is more than a run; it's a national movement for CMV awareness inspired by Canadian hero Terry Fox. In its inaugural event in 2023, Run With Rob brought together over 180 individuals who ran alongside Rob. Notably, among the participants was Wab Kinew, now the Premier of Manitoba.

Is there a petition to sign?

Yes! Sign the petition in support of universal screening in Canada at www.change.org/UniversalScreeningMB

Who should I contact with my questions?

Please contact the Canadian CMV Foundation at info@cmvcanada.com

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