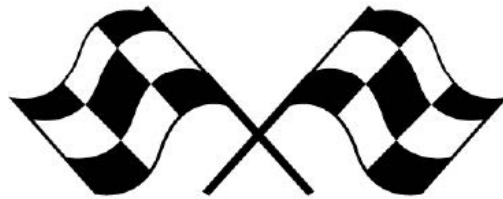


# MOUNT SINAI



# TRACK DAY

IN SUPPORT OF MEN'S HEALTH





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## The Event

On September 11, 2024 the Mount Sinai Track Day will take place at Canadian Tire Motorsports Park. Celebrating its sixth year, this exclusive event features a jam-packed day comprised of on track driving experiences. Participants will also have the opportunity to hear from the country's top men's health experts.

Mount Sinai Track Day aims to raise funds and awareness for research into a broad spectrum of men's health issues.

### DETAILS

The event starts at 9 am at the Canadian Tire Motorsports Park. Participants are asked to bring their own vehicle to drive on track. Throughout the day, participants will get a chance to switch between driving on the Grand Prix Circuit and technical skills development training. There will be lunch and snacks provided throughout the day.

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## Sponsorship Opportunities

All sponsors will receive the following benefits:

- Recognition on signage at event
- Recognition on event website



### Presenting Sponsor - \$15,000

- Category exclusivity as Presenting Sponsor
- Event titled as The Mount Sinai Track Day presented by "ABC Company" on all marketing materials
- Four (4) driving spots
- Verbal recognition as Presenting Sponsor at event
- Opportunity to distribute promotional materials onsite
- Opportunity for experiential activation onsite at event (vendor to provide)
- Logo included on:
  - All event marketing materials
  - Event day vehicles
  - Event website
  - Event day signage
  - E-blasts pre and post event



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## Gold Sponsor - \$10,000

- Two (2) driving spots
- Opportunity for experiential activation onsite at event (vendor to provide)
- Logo included on:
  - All event marketing materials
  - Event day vehicles
  - Event website
  - Event day signage

## Silver Sponsor- \$5,000

- One (1) driving spot
- Name included on:
  - All event marketing materials
  - Event day vehicles
  - Event website
  - Event day signage

\*Based on CRA's current guidelines, sponsors that receive brand recognition are not eligible for a tax receipt. If you would prefer a tax receipt, we are happy to accommodate that in lieu of brand recognition.



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## Meet the Doctor

### Dr. Keith Jarvi

*Director, Murray Koffler Urologic Wellness Centre, Mount Sinai Hospital Head of Division of Urology, Mount Sinai Hospital, University of Toronto*

Dr. Jarvi is the Director of the Murray Koffler Urologic Wellness Centre and Head of Urology at the Mount Sinai Hospital. He is a Professor of Surgery at the University of Toronto and directs the Male Infertility Program at the University of Toronto.

Dr. Jarvi has been at the forefront of the use of new and innovative surgical techniques in Canada. He was the first in Canada to perform sperm aspiration for in-vitro fertilization, use a minimally invasive technique to retrieve sperm, use the sperm mapping procedure to retrieve sperm, use the newest technique of micro-surgical reconstruction of an obstruction of the reproductive tract.

He has also developed innovative techniques of surgery which are now in widespread use. These include a minimally invasive technique to perform a vasectomy reversal and techniques to surgically bridge gaps in the reproductive tract.

Dr. Jarvi's research has focused on biomarkers to diagnose male infertility, genetic causes of male infertility, including cystic fibrosis mutations, novel mutations and infection in male infertility, identification of novel non-cultureable infections in prostatitis and identification of new biomarkers for the early detection of prostate cancer.

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## Event Leadership



### Jordy Mecklinger / Co-Chair

*Chair of the Men's Health and Prostate Cancer Cabinet at Mount Sinai Hospital*

Jordy has a profound appreciation for all of the doctors and staff at Mount Sinai Hospital, part of Sinai Health System. In August 2012, Jordy was diagnosed with a rare form of Cystic Fibrosis and Infertility. Thanks to the work of Dr. Keith Jarvi and the staff at Mount Sinai's Murray Koffler Urologic Wellness Centre, Jordy and his wife Pam were able to have two beautiful twins, Hayley and Brandon. Jordy and Pam owe a great debt of gratitude to Mount Sinai Hospital and hope to continue their support for many years.

Jordy's support for Mount Sinai Hospital follows in the footsteps of his parents and grandparents who have done so for the past thirty years. As an avid Porsche enthusiast, Jordy is excited to share the thrill of driving with the wonderful staff, Doctors, and Donors at Mount Sinai Hospital Toronto.

## Committee Members

Jordy Mecklinger  
Domenic Pascazi  
Brandon Siegal  
Chad Finkelstein  
Steven Libfeld  
Jonathan Lapidus  
Jordan Teperman  
Pam Mecklinger