



## Virtual Hike for Hospice Calgary 2021 Sponsorship Opportunities

### THE EVENT

Hike for Hospice Calgary is part of a national event that annually kicks off National Palliative Care Week in Canada. **The 16<sup>th</sup> Annual Hike for Hospice Calgary is scheduled for May 1-10<sup>th</sup>, 2021.**

This year, as a result of the current situation with the coronavirus pandemic and a need for social distancing, we will be hosting a Virtual Hike for Hospice Calgary. Registration and fundraising kicks off on March 1<sup>st</sup> to raise funds and awareness for the clients, patients and families of Hospice Calgary.

From May 1st - 10th, participants will be encouraged to run/walk 5 km in their neighbourhood or on their preferred trail at any time convenient for them. We will also be sharing photos of participants with their 2021 Virtual Hike for Hospice Calgary T-shirt throughout the event's ten days on social media and on our website.

**You can sponsor the 16th annual Hike for Hospice Calgary!** Over the years, we've had amazing community involvement including the Calgary Stampeders, Outriders, local Calgary businesses, and prominent municipal and provincial public officials who walk together to support the families we serve. Your company can be a part of the movement to support families coping with advanced illness and grief.



### OUR COMMUNITY PARTNERS

With the support of sponsors like you, we hope to raise **\$100,000** for the 2021 Virtual Hike for Hospice Calgary. Every dollar donated supports our clients and families. You and your company can help Calgary's grieving families access the help they need, when they need it. Partner with us—sponsor the 2021 Virtual Hike for Hospice Calgary!



***See the following page for detailed information about our sponsorship opportunities.***

### ABOUT HOSPICE CALGARY

For over 35 years, Hospice Calgary has helped guide children, teens and families through the grieving process as they face advanced illness or the death of someone close to them. Our team of professionals provide individual, family and group counselling, as well as 24-hour end-of-life care.



## Virtual Hike for Hospice Calgary 2021 Sponsorship Levels & Benefits

	Presenting Sponsor \$10,000	Hospice Hero \$5,000	Kid's Club Champion \$2,500	Living with Cancer Legend \$1,500
"Hike for Hospice Calgary, presented by YOUR COMPANY" on Hospice Calgary's websites for Hike and printed material (cash sponsorship)	●			
Most prominent name and logo placement on all Hike materials	●			
Speaking opportunity in Hike wrap-up videos on May 10	●			
Most prominent logo placement on Hospice Calgary's website for Hike	●			
Verbal recognition by our Executive Director in Hike wrap-up videos	●	●		
Logo at your level (individual sign for \$10k & \$5k, shared for \$2,5k) in Hike wrap-up Sponsors video	●	●	●	
Name displayed in Hike wrap-up Sponsors video				●
Logo at your level on Hospice Calgary's Hike and registration websites		●	●	
Name on Hospice Calgary's Hike and registration websites				●
Recognition at your level on Hike registration Sponsor's page	●	●	●	●
Logo at your level on all regularly scheduled emails pre & post Hike	●	●	●	
Name at your level on all regularly scheduled emails pre & post Hike				●
Logo at your level on Virtual Hike t-shirt*	●	●		
Name at your level on Virtual Hike t-shirt*			●	
Option to give out company branded swag to hikers, with t-shirt pick-up	●	●	●	
Logo at your level in Hospice Calgary's Spring/Summer Newsletter	●	●	●	
Name in Hospice Calgary's Spring/Summer Newsletter				●
Complementary Hiker Registrations for company team, based on level	●	●	●	
Slide on TV in reception area of Sage Centre & Children's Grief Centre for one year	●	●		
Recognition in Annual Report and on donor wall (for cash sponsorship)	●	●	●	●
Logo at your level with link to your website on Hospice Calgary's Supporters webpage throughout the year	●	●	●	●
Social Media recognition according to your level (Facebook, Twitter, LinkedIn, Instagram) during Hike, and throughout the year	●	●	●	●
"Hospice Heroes" Sponsors article in Hospice Calgary's Fall Newsletter, with logos		●		

\*Sign up prior to March 10





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**JOIN US AND SEE THE IMPACT YOUR SUPPORT MAKES IN THE COMMUNITY**

We look forward to working with you and your company

Contact Carrie Beaudry, Events Coordinator, to discuss your level of sponsorship

403-263-4525 ext. 205 or [carrie.beaudry@hospicecalgary.ca](mailto:carrie.beaudry@hospicecalgary.ca)

