



Sponsorship Opportunities



What Makes Hospice Calgary Critical?

Hospice Calgary helps children, teens, and families through the grieving process as they face the advanced illness or death of someone close to them. Our team of professionals provides individual, family, and group counselling, as well as 24-hour end-of-life care. We have been supporting the Calgary community for over 35 years.

18TH ANNUAL EVENT

Hike FOR
HOSPICE
CALGARY



MAY 7TH 2023
AT FISH CREEK PARK

Registration & fundraising
opens March 1st.



The Event

Hike for Hospice Calgary is a fundraiser open to all ages and abilities. The event provides participants with an opportunity to celebrate loved ones living with advanced illness and honour those that have passed away.

Each year, we walk a 5km route to raise funds that will support Hospice Calgary's mission.

We are back! This year's Hike for Hospice Calgary will be in person on May 7, 2023. The event will be hosted at Fish Creek Park, with an option to participate virtually. You can be part of helping us raise over **\$100,000**.

More info at hospicecalgary.ca/hike

Why Sponsor Hike for Hospice Calgary?

When you sponsor Hike for Hospice Calgary, you show your company's support for some of our city's most vulnerable people.

Your sponsorship will raise community awareness of your brand.



Last Year's Sponsors:

- Corus Entertainment
- Calgary Stampeders
- Evan J Strong Funeral Services
- Sentinel Storage
- Marshall Drugs
- LAN Solutions
- AltaLink
- Carbert Waite LLP

Demographics:

1000+ DONORS

600+ PARTICIPANTS

amplified through social networks and fundraising activities

ALL AGES

FAMILIES

INDIVIDUALS

COUPLES

CORPORATE TEAMS

The sponsorship opportunities presented in this booklet are a starting point in our conversation. We will work with you to find out how your organization wants to be part of our event! Together, we can develop a customized package for you.

Sponsor Benefits at a glance



		PRESENTING SPONSOR	HOSPICE HERO	KIDS CLUB CHAMPION	BEYOND THE BEDSIDE
		10K	5K	2.5K	1.5K
★	Logo is PRIMARY. Featured on all signage, print materials, event websites, participant t-shirts*, and post-event thank you video	✓			
	Logo is SECONDARY. Featured on all signage, print materials, event websites, participant t-shirts*, and post-event thank you video		✓		
	Logo placement on all signage, print materials, event websites, participant t-shirts*, and post-event thank you video			✓	
	Name placement on all signage, print materials, event websites, participant t-shirts*, and post-event thank you video				✓
BEFORE EVENT	Name mentioned in all media including radio and TV ads (see detailed page for media reach)	✓			
	Promotional social media posts	10 POSTS	6 POSTS	2 POSTS	1 POSTS
	Complimentary event hiker registrations	15 HIKERS	8 HIKERS	4 HIKERS	2 HIKERS
	Right to use event name and logo in your corporate marketing campaigns	✓	✓	✓	✓
DURING EVENT	Speaking opportunity at event-day Opening Ceremonies	✓			
	Opportunity to include a branded item(s) in participant packages	✓	✓		
	Opportunity to display company banner at event	✓	✓	✓	
	Verbal recognition at event-day opening & closing ceremonies	✓	✓	✓	✓
AFTER EVENT	Speaking opportunity in post-event thank you video	✓			
	One feature article in Hospice Calgary newsletter	✓	✓		
	One mention in Hospice Calgary newsletter			✓	✓
	Recognition on "Our Supporters" webpage for 12 months	✓	✓	✓	✓
	Recognition in Hospice Calgary's annual report & donor wall	✓	✓	✓	✓
	Recognition on digital display in Hospice Calgary's Southeast office	12 MOS	12 MOS	6 MOS	
	First right of refusal for Hike for Hospice Calgary 2024 when committed by December 15, 2023	✓	✓		

*Commit by March 15



★ Presenting Sponsor

\$10,000

1 AVAILABLE

Hike for Hospice Calgary 2023 presented by [YOUR COMPANY NAME].

Your company name and logo will be prominently displayed on all marketing materials alongside the event name. In addition, this level entitles you to the proposed benefits outlines below and can be further customized based on **your company** priorities.

- Logo is PRIMARY. Featured on all signage, print materials, event websites, participant t-shirts, and the post-event thank you video
- Name mentioned in all TV and Radio event ads with the possibility of speaking alongside event staff on TV and radio interviews
- 10 promotional posts on our social media channels with up to 1.7K followers
- 15 complimentary event hiker registrations
- Right to use event name and logo in your corporate marketing campaigns
- Speaking opportunity at event-day Opening Ceremonies
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display company banner at event
- Verbal recognition at event-day opening & closing ceremonies
- Speaking opportunity in post-event thank you video sent to 1500 + recipients
- One feature article in Hospice Calgary newsletter with logo included
- Recognition on "Our Supporters" webpage for 12 months
- Recognition in Hospice Calgary's annual report & donor wall
- 12 month recognition on digital display in Hospice Calgary's Southeast office.
- First right of refusal for Hike for Hospice Calgary 2024 when committed by December 15, 2023
- And more...

TV & Radio Event Ads

Corus Entertainment
\$25,000 partnership

Global Calgary
*15 mentions (50K+ reach)
1 e-newsletter feature*

Global Social posts
*1 on FB (170K+ reach)
1 on Twitter (201K+ reach)
Instagram (52K+ reach)*

770 CHQR
*56 on-air promotions
12 "Our YYC" inclusions
6 wk online event listing
1 e-newsletter feature*

Country 105
*1 mo online event listing
1 e-newsletter feature*

Q107
1 e-newsletter feature

★ Hospice Hero Sponsor

\$5,000

4 AVAILABLE

The level entitles you to the proposed benefits outlined below, which can be further customized based on **your company's** priorities.

- Logo is SECONDARY. Featured on all signage, print materials, event websites, participant t-shirts, and the post-event thank you video
- 6 promotional posts on our social media channels with over 1.5K followers
- 8 complimentary hiker registrations
- Right to use event name and logo in your corporate marketing campaigns
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display company banner at event
- Verbal recognition at event-day opening & closing ceremonies
- One feature article in Hospice Calgary newsletter with logo included
- Recognition on "Our Supporters" webpage for 12 months
- Recognition in Hospice Calgary's annual report & donor wall
- 12 month recognition on digital display in Hospice Calgary's Southeast office.
- First right of refusal for Hike for Hospice Calgary 2024 when committed by December 15, 2023
- And more...

★ Kids Club Champion Sponsor

\$2,500

MULTIPLE AVAILABLE

The level entitles you to the proposed benefits outlined below, which can be further customized based on **your company's** priorities.

- Logo placement on all signage, print materials, event websites, participant t-shirts, and the post-event thank you video
- 2 promotional posts on our social media channels with over 1.5K followers
- 4 complimentary hiker registrations
- Right to use event name and logo in your corporate marketing campaigns
- Opportunity to display company banner at event
- Verbal recognition at event-day opening & closing ceremonies
- One mention in Hospice Calgary newsletter
- Recognition on "Our Supporters" webpage for 12 months
- Recognition in Hospice Calgary's annual report & donor wall
- 6 month recognition on digital display in Hospice Calgary's Southeast office.
- And more...

★ Beyond the Bedside Sponsor

\$1,500

MULTIPLE AVAILABLE

The level entitles you to the proposed benefits outlined below, which can be further customized based on **your company's** priorities.

- ▶ Name placement on all signage, print materials, event websites, participant t-shirts, and the post-event thank you video
- ▶ 1 promotional post on our social media channels with over 1.5K followers
- ▶ 2 complimentary hiker registrations
- ▶ Right to use event name and logo in your corporate marketing campaigns
- ▶ Verbal recognition at event-day opening & closing ceremonies
- ▶ One mention in Hospice Calgary newsletter
- ▶ Recognition on "Our Supporters" webpage for 12 months
- ▶ Recognition in Hospice Calgary's annual report & donor wall
- ▶ And more...

Let's Talk About Your Options

This partnership can help position your organization for enhanced awareness, and shows your staff and clients how you support vulnerable community members.

Please tell us how we can make sponsorship of the 2023 Hike for Hospice Calgary work for you.

Melissa Watamanuk

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More info at hospicecalgary.ca/hike

Hike for Hospice Calgary: Sponsorship Package

