



Sponsorship Opportunities



What Makes Hospice Calgary Critical?

Hospice Calgary's mission is to help families and individuals achieve support, hope and well-being through compassionate end-of-life and bereavement care. 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.

19TH ANNUAL EVENT

Hike FOR
HOSPICE
5 KM CALGARY



MAY 5TH 2024
AT FISH CREEK PARK

Registration & fundraising
opens March 5th.



The Event

Hike for Hospice Calgary is a family-friendly fundraising event 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.

This year's Hike for Hospice Calgary will be in person on May 5, 2024. The event will be hosted at Fish Creek Park, with an option to participate virtually. You can be part of helping 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
- LAN Solutions
- AltaLink
- Altitude Communications
- Carbert Waite LLP
- Marshall Drugs
- Country Hills Crematorium and Funeral Services

Demographics:

750+ DONORS

300+ 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 POST
	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 the event	✓	✓	✓	✓
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 2024 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 outlined 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 the event
- 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...

***Contingent on securing Media Sponsor**

TV & Radio Event Ads

(benefits below are from 2023 and subject to change)

Corus Entertainment
Media 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 the event
- 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 the event
- 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 the event
- ▶ 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 2024 Hike for Hospice Calgary work for you.

Kelsey Murdoch

Director, Marketing & Fund Development

P: 403-263-4525 ext. 203

E: Kelsey.Murdoch@hospicecalgary.ca



More info at hospicecalgary.ca/hike

Hike for Hospice Calgary: Sponsorship Package

