

Hike FOR HOSPICE 5 KM CALGARY



2026 Corporate Sponsorship Opportunities



What Makes Hospice Calgary Critical?

Hospice Calgary’s mission is to walk alongside individuals and families during advanced illness, end-of-life, and bereavement—providing compassionate care that brings hope, and well-being. 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 nearly 40 years.



21st ANNUAL EVENT

Hike FOR
HOSPICE
5 KM CALGARY



MAY 3RD 2026
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.

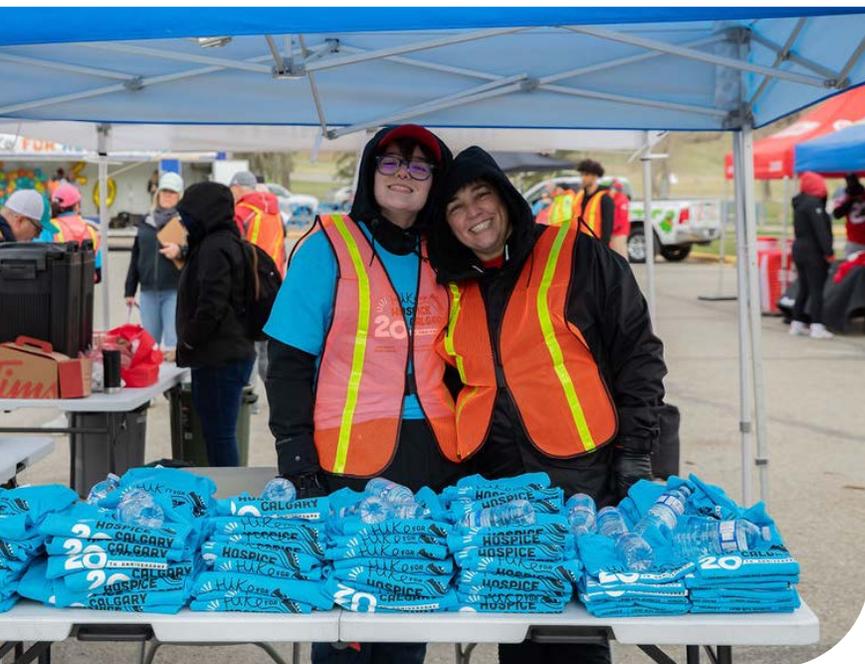
This year’s Hike will be in person on May 3, 2026. The event will be hosted at Fish Creek Park. Your partnership will help raise over **\$100,000** for families facing advanced illness, end-of-life, and grief.

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.

Align your brand with a trusted community organization.



Last Year's Sponsors:

- Global News Calgary
- Calgary Stampeders
- Sentinel Storage
- LAN Solutions
- Altitude Communications
- Carbert Waite LLP
- Choice Memorial Cremation & Funeral Services
- Flexpipe
- Marshall Drugs

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

for 2026 at a glance

		PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
		10K	5K	2.5K	1.5K
LOGOS	Logo is CO-BRANDED W/EVENT LOGO on event webpage, emails, signage, participant t-shirts*, and post-event thank you video	✓			
	Logo is PRIMARY on event webpage, emails, signage, participant t-shirts*, and post-event thank you video		✓		
	Logo is SECONDARY on event webpage, emails, signage, 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)	✓			
	Complimentary event hiker registrations	10 HIKERS	6 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 during event program	✓	✓	✓	✓
AFTER EVENT	Speaking opportunity in post-event thank you video	✓			
	Recognition on "Our Supporters" webpage for 12 months	✓	✓	✓	✓
	Recognition on Hospice Calgary's Donor Wall	✓	✓	✓	✓
	Recognition on digital display in Hospice Calgary's Southeast office for 3 months	✓	✓	✓	✓

*Commit by March 15



★ Presenting Sponsor

\$10,000

1 AVAILABLE

Hike for Hospice Calgary 2026 presented by [YOUR COMPANY NAME].

Your company name and logo will be co-branded with the Hike for Hospice event logo and on all marketing materials. In addition, this level entitles you to the proposed benefits outlined below and can be further customized to align with **your company's** priorities.

- Logo is CO-BRANDED WITH EVENT LOGO. Featured on event webpage, emails, signage, participant t-shirts*, and 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*
- Promotional posts on our social media channels with up to 1.9K followers
- 10 complimentary event hiker registrations for team engagement
- Right to use event name and logo in your marketing campaigns
- Speaking opportunity at event-day Opening Ceremonies (~2 min.)
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Speaking opportunity in post-event thank you video sent to 1500+ recipients
- Recognition on "Our Supporters" webpage (for 12 months)
- Recognition on Hospice Calgary's Donor Wall
- Recognition on digital display in Hospice Calgary's SE office (for 3 months)
- First right of refusal for Hike for Hospice Calgary 2027 sponsorship opportunities
- And more...

***Contingent on securing Media Sponsor**

TV Promotion
(benefits below are from 2025 and subject to change)

Global News Calgary
Media partnership

Community Calendar (on-air)
For two weeks

Community Hub
Online Event Listing
For up to 6 weeks

Global News Community
L-Frame for 1 week

Editorial Opportunity

**Commit by March 15*

★ Gold Sponsor

\$5,000

4 AVAILABLE

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

- Logo is PRIMARY. Featured on event webpage, emails, signage, participant t-shirts*, and post-event thank you video
- Promotional posts on our social media channels with up to 1.9K followers
- 6 complimentary hiker registrations for team engagement
- Right to use event name and logo in your marketing campaigns
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- First right of refusal for Hike for Hospice Calgary 2027 sponsorship opportunities
- And more...

**Commit by March 15*

★ Silver Sponsor

\$2,500

MULTIPLE AVAILABLE

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

- Logo is SECONDARY. Featured on event webpage, emails, signage, participant t-shirts*, and post-event thank you video
- Promotional posts on our social media channels with up to 1.9K followers
- 4 complimentary hiker registrations
- Right to use event name and logo in your marketing campaigns
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- And more...

**Commit by March 15*

★ Bronze Sponsor

\$1,500

MULTIPLE AVAILABLE

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

- Logo is SECONDARY. Featured on event webpage, emails, signage, participant t-shirts*, and post-event thank you video
- Promotional post on our social media channels with up to 1.9K followers
- 2 complimentary hiker registrations
- Right to use event name and logo in your marketing campaigns
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- And more...

**Commit by March 15*

Let's Talk About Your Options

We can help position your brand as engaged community leaders.

Tell us how we can make sponsoring Hike for Hospice 2026 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