

PRESENTED BY



compassion
house FOUNDATION

Synocrude

Operated by Suncor



WALK HER WAY 5K

VIRTUAL RUN / WALK

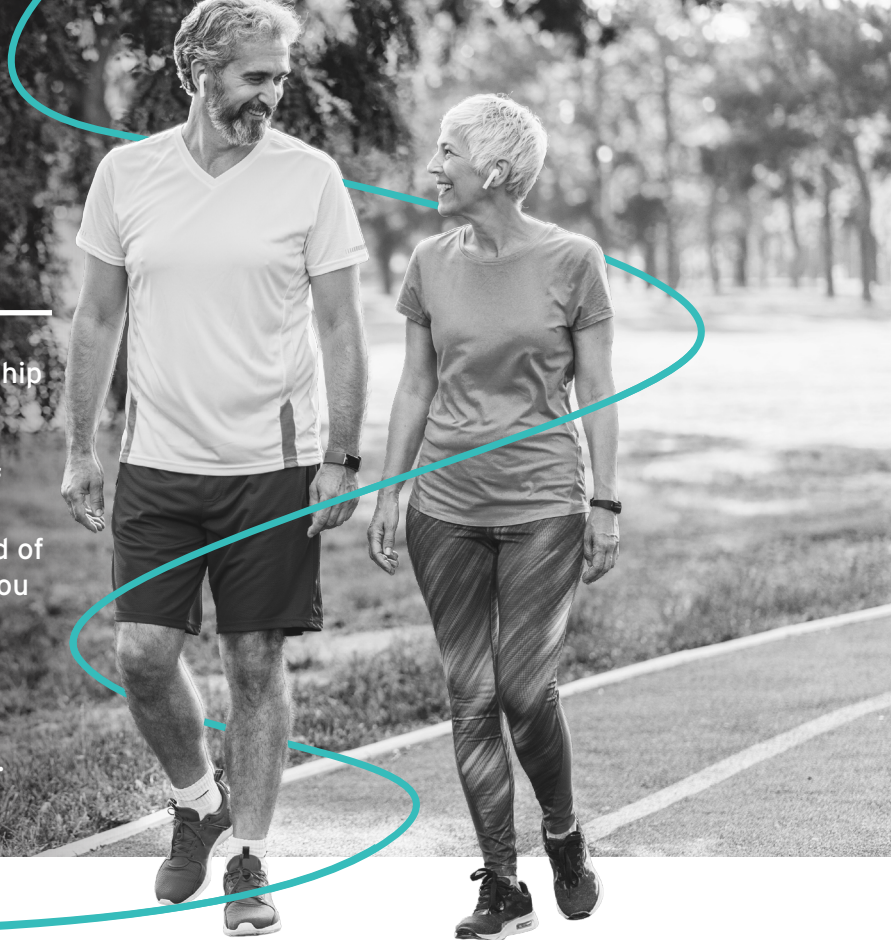
**SPONSORSHIP
PACKAGE**

**MAY
12-15
2022**

THIS IS ONLY THE START...

The intent of this package is to start a sponsorship discussion. Compassion House Foundation is excited to work with you to find a meaningful opportunity to help meet your business goals. If you prefer to make a financial contribution that directly supports women battling cancer instead of an event sponsorship, we are pleased to issue you a charitable tax receipt.

We look forward to meeting to discuss Walk Her Way 5K. Please contact Amber Blaszkiewicz at amber@compassionhouse.org or 780.920.0920.



\$50,000

EVENT NAMING SPONSOR

SYNCRUDE BY SUNCOR

- Naming recognition - Walk Her Way 5K presented by "Company Name"
- Name/logo recognition on all event materials
- Name/logo recognition on event billboards
- Name/logo recognition on race bibs
- Logo featured on electronic invite and event webpage with hyperlink
- Name highlighted in media release to outlets throughout central and northern Alberta
- Minimum one social media mention per week from March 8 to May 15, 2022
- 12 free registrations with swag bags
- Opportunity to include item in swag bags
- Recognition in post-event marketing collateral including all thank you messages
- Opportunity to participate in a two-minute sponsor video

\$2,500

COMMUNITY SPONSOR

- Logo on event website with hyperlink
- Two free registrations with swag bags
- Opportunity to include item in swag bags
- Recognition on social media
- Recognition in post-event marketing collateral including all thank you messages

\$5,000

TRAIL SPONSOR

TWO AVAILABLE: FORT MCMURRAY AND GRANDE PRAIRIE
EDMONTON TRAIL SPONSOR: WILDE & COMPANY

- Name/logo recognition on race bibs
- Name/logo recognition on informational postcard
- Naming rights to marked community trail
- Six free registrations with swag bags
- Opportunity to include item in swag bags
- Opportunity to participate in a one-minute sponsor video
- Recognition in post-event marketing collateral including all thank you messages
- Logo featured on event website with hyperlink
- Recognition on social media

\$5,000

SWAG BAG SPONSOR

ONE AVAILABLE

- Swag Bag presented by "Company Name"
- Opportunity to participate in a one-minute swag bag reveal video
- Name/logo recognition on informational postcard
- Six free registrations with swag bags
- Opportunity to include item in swag bags
- Recognition in post-event marketing collateral including all thank you messages
- Recognition on social media
- Logo featured on event website with hyperlink

COMPASSION HOUSE FOUNDATION

At Compassion House Foundation, we have a vision to create a sanctuary of healing support. We make it our mission to support women fighting cancer by providing safe, comfortable, and affordable accommodations during their cancer journey and delivering much-needed programs and services post-treatment.

The Event

Life will never be the same for *her*—the hundreds of women devastated by cancer who access our accommodations and support services each year. Walk Her Way 5K is about stepping into her shoes and committing to a small journey to help ease the distress of the cancer journey for women. Together, we can help women affected by cancer find comfort, connection, and community during a time when they need it most.

The run/walk period begins on Thursday, May 12, 2022 and participants will have until the end of the day on Sunday, May 15, 2022 to complete it. The goal of the event is to engage communities across Alberta, so we can raise \$150,000 to support women and their families.

SOCIAL MEDIA

Compassion House Foundation has a very active social media presence. Social media channels with over 5,000 followers including Twitter, Instagram, and Facebook will highlight your support pre- and post-event. We go beyond simply posting a logo and instead tell the story of your impact in the community.

AUDIENCE DEMOGRAPHICS

Key business and community leaders from Edmonton, Grande Prairie, Fort McMurray, Lloydminster, and surrounding areas

Primary age range of 30-65

Approximately 80% female and 20% male split

WHY SPONSOR

- Reach an audience of more than 5,000 people who support women's causes before, during, and after the event
- Promote your business and increase positive brand visibility
- Align your brand with a highly-regarded charity to convey that your business supports and empowers women
- Help Compassion House Foundation support women and their families through the cancer journey

