



September 11, 2021 | Eau Claire Market

Light it Up Calgary

Shining a Light For Cancer Support

Run & Walk



Sponsorship
Package 2021

in support of
 wellspring
Calgary

What is...



"I remember hearing the word "cancer", and thinking of it as a death sentence. My cancer was diagnosed in early 2000 and I remember feeling that I had no place to go for information and support. A few years later, I heard about the concept of, and the plan to start, Wellspring Calgary and I felt that I wanted to volunteer so others would not feel afraid and alone like I had. I now know that with access to Wellspring Calgary's programs and services, others will find themselves in the good place that I'm in today." - Arlene Morton

Gather your family, friends and co-workers to join you for the Light It Up Calgary run and walk and lend valuable support to Wellspring Calgary and to those people in our community living with cancer.

On Saturday, September 11th, 2021 you can Light Up the course as you offer your support to cancer survivors. Join the fun... run or walk and make your impact felt!

Your participation will allow Wellspring Calgary to continue to offer crucial programs and services to all those living with cancer and those who love them.

Even in the uncertain times created by COVID-19, Wellspring Calgary programs continue to positively impact communities by improving the quality of life for cancer patients, their caregivers and their kids. Despite a pandemic, Wellspring supported more people living with cancer than ever before. In 2020, 2,000 people visited Wellspring 24,000 times through 3,800 hours of programming. In addition, Wellspring has members living in 52 communities throughout southern Alberta and last year saw more new members join from southern Alberta.

You play a critical role in helping to ensure **no one has to face cancer alone.**

What is...



wellspring Calgary

Tie up your shoes and head out to Eau Claire Market for a 3KM walk, a 5KM walk or run, or challenge the 10KM course.

Light It Up Calgary welcomes participants of all ages and you are guaranteed to have a great time. You will be treated to awesome food and beverages and will have the opportunity to win one of many outstanding prizes. This is a fun and unique event for the whole family, a group of friends or a team of co-workers.

Wellspring Calgary exists to inform, support, and empower those living with cancer and those who love and care for them, by helping to address the fear, isolation, disruption and practical problems that cancer can bring to our lives. All of Wellspring Calgary's programs, services and resources are offered free of charge and without referral. No one has to face cancer alone.

For more information visit www.wellspringcalgary.ca



Summary of Sponsorship Levels

Presenting Sponsor	\$10,000
Elite Level Sponsor	\$5,000
Partner Level Sponsor	\$2,500
Friend Level Sponsor	\$1,000



Light it Up Calgary Presenting Sponsor

\$10,000

As the **Presenting Sponsor** your company will be extensively highlighted as the 2021 presenter of this amazing event. Your company name will be linked in all public mediums showcasing the 2021 Light it Up Calgary event.

For your \$10,000 sponsorship your company will receive the following:

- Exclusive naming rights to the 2021 Light It Up Calgary event
- Prominent corporate name and logo recognition in all Light It Up Calgary event collateral (includes but is not limited to print advertisements, letterhead, website, electronic media)
- Prominent corporate name and logo recognition on all Light It Up Calgary signage (includes but not limited to directional signage, event signage, information signage, event banners)
- Corporate logo recognition on Light It Up Calgary registration website
- Corporate logo recognition on Light It Up Calgary event merchandise
- Exclusive opportunity for corporate representative to speak at Light It Up Calgary event
- Opportunity to place promotional product within registrant kit bags
- Right of first refusal to renew presenting sponsorship for two (2) years with existing terms



Light it Up Calgary Elite Level Sponsor

\$5,000

For your \$5,000 sponsorship your company will receive the following:

- Exclusive ownership of one of the following Elite Level programs:
 - Volunteer Program Sponsor
 - Kids Fun Race Sponsor
 - 10KM Race Sponsor
 - 5KM Race Sponsor
 - 3KM Race Sponsor
 - Pre and Post-race Celebration Program Sponsor
- Corporate name and logo recognition in pertinent Light it Up Calgary event collateral
- Corporate logo recognition on Light It Up Calgary registration website
- Corporate name recognition on pertinent Light it Up Calgary event signage
- Verbal acknowledgement at pre/post-race event by emcee
- Opportunity to place promotional product within registrant kit bag

Light it Up Volunteer Program:

- Corporate representative to provide welcome letter for volunteer kit bag
- Corporate name and logo recognition on all volunteer correspondence and training collateral
- Development of exclusive program to recognize and reward all event volunteers
- Opportunity for employees to volunteer at event

Light it Up Kids Fun Race:

- Venue signage acknowledging sponsorship of Kids Fun Race
- Opportunity for employees to volunteer along the Light it Up Kids Fun Race

Light it Up Final Kilometre Cheer Team:

- Creation of corporate pageantry to welcome runners/walkers in final kilometre
- Provide finish line volunteers to distribute finishers token

Light it Up Post-race Celebration:

- Development of post-race food and entertainment program
- Venue signage acknowledging sponsorship of pre/post event program
- Opportunity for employees to volunteer at pre/post event



Light it Up Calgary Partner Level Sponsor

\$2,500

For your \$2,500 sponsorship your company will receive the following:

- Corporate name inclusion on Light it Up Calgary event signage
- Opportunity to place promotional product within registrant kit bags
- Opportunity for goods in kind sponsorship

Light it Up Calgary Friend Level Sponsor

\$1,000

For your \$1,000 sponsorship your company will receive the following:

- Corporate name inclusion on Light it Up Calgary thank you signage



Thank you for shining your support for



Event Chair
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