

WORKOUT TO CONQUER CANCER



2017 SPONSORSHIP PACKAGE
MAY 2017

benefiting
 **BC CANCER
FOUNDATION**
partners in discovery

ABOUT

Workout to Conquer Cancer has raised an incredible \$1.3 million over its four year history

This year, we're putting an exciting new spin on *Workout to Conquer Cancer*. We figure why limit the fun to a one-day event, when active British Columbians can challenge themselves to sweat-it-out for 31 days? 2017's *Workout to Conquer Cancer* will be a month-long community-based fitness challenge that combines hard work with good work. During the month of May, participants from around the province will work together to tone-up, boost their energy and raise funds for the BC Cancer Foundation and ground-breaking cancer research that improves the lives of patients at the BC Cancer Agency.

THE CHALLENGE

Workout to Conquer Cancer challenges participants to **exercise every day for the month of May** and asks supporters to help raise funds for life-saving cancer research.

Workout participants have access to a wide range of drop-in fitness classes offered by our *Workout Partners*. Members can schedule and sample classes including yoga, spin, Zumba and barre and on days they can't make a class, go for a run, bike ride or hike. The choice is up to them!

By signing up for *Workout to Conquer Cancer*, not only will participants improve their health and fitness, they will show a great commitment to nearly 27,000 British Columbians who will be diagnosed with cancer this year.



WHY INVEST?

Workout To Conquer Cancer will allow you to...

- Connect with participants, volunteers, donors and employees in a meaningful way.
- Promote your brand among a highly influential buying demographic.
- Demonstrate support for individuals and families affected by cancer by contributing to research happening right in their communities.
- Partner with the BC Cancer Foundation—the largest funder of cancer research in this province—to propel BC Cancer Agency researchers and clinicians toward new heights of discovery and achievement that will have a meaningful impact for patients and families in B.C. and beyond.

GENEROUS MEDIA PLAN

The BC Cancer Foundation has secured coverage in TV, radio and print from our Media Partners to support *Workout to Conquer Cancer*. With reach through our Media Partners, *Workout to Conquer Cancer* has the potential of 1.3 media impressions, driving the public to workouttoconquercancer.ca

Media Partners:



Social Media Reach:

Social Media Platform	Workout to Conquer Cancer	BC Cancer Foundation
Twitter	@WorkoutBC 896 followers	@BCCancer 9,272 followers
Facebook	/WorkoutBC 920 fans	/BCCancerFoundation 3,825 fans
Instagram	@WorkoutBC 536 followers	@BCCancer 1,175 followers

WAYS FOR CORPORATE PARTNERS TO GIVE

Presenting Sponsor \$10,000 (one available)

Presenting Sponsor will receive primary acknowledgement on all event materials, signage and in media materials, in addition to the following rights and benefits:

- Exclusivity in your industry
- *Workout to Conquer Cancer* presented by "Your Company Name"
- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners' venues
- Logo recognition in email to participants
- Mentions on *Workout to Conquer Cancer* social media accounts
- Mentions on BC Cancer Foundation's social media accounts
- Booth at official after-party for brand awareness / sampling
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Opportunity to offer prizes to participants
- Additional opportunities at pop-up *Workout* events



Nutrition Partner

\$5,000

- Designation as The Official Nutrition Partner of *Workout to Conquer Cancer*
- Category exclusivity
- Opportunity for logo and branding to be included on Rest Day page. For example, when site visitors click on the Rest Day page, your company name and logo will appear in the banner
- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners' venues
- Logo recognition in email to participants
- Booth at official after-party for product sampling and brand awareness
- Opportunity to include a special offer / coupon in an email to all participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Opportunity to offer prize to participants
- Opportunity to create sponsored emails providing industry tips and nutrition tricks

Apparel Partner

[SOLD]

- Designation as The Official Apparel Partner of *Workout to Conquer Cancer*
- Opportunity for logo and branding to be included on Drop-In Calendar page. For example, when site visitors click on the Drop-In Calendar page, your company name and logo will appear in the banner
- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners' venues
- Logo recognition in email to participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Booth at official after-party for product sampling, purchasing, and brand awareness
- Opportunity to offer prize to participants



“Pump It Up Day” Presenting Sponsor [SOLD]

- One day dedicated to increasing participants’ fundraising efforts
- Opportunity to donate to participants’ pages, contingent on them fulfilling an appointed fundraising goal. For example, your company can donate \$50 to each participant who receives a \$50 donation on “Pump It Up Day”
- Dedicated email campaign going out to all registered participants, highlighting sponsor with branding and written recognition
- Sponsor name included in all media materials, including news releases and PSAs
- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners’ venues
- Logo recognition in email to participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Booth at official after-party for brand awareness

“Step Up Week” Presenting Sponsor \$3,500 cash sponsorship (one available)

- One week dedicated to increasing registration numbers for *Workout to Conquer Cancer*
- Opportunity for logo and branding to be included on Participant Profile page. For example, when site visitors click on the Participant Profile page, your name and logo will appear in the banner
- Opportunity to donate to participants’ pages for 7 days, contingent on a referral program. For example, your company can donate \$25 to each participant who refers a friend during “Step Up Week”
- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners’ venues
- Logo recognition in email to participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Booth at official after-party for brand awareness



Official Partner

\$2,500

- Logo recognition on *Workout to Conquer Cancer* website, with hyperlink to company website
- Logo recognition on all printed materials at *Workout* partners' venues
- Logo recognition in email to participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Booth at official after-party for brand awareness
- Opportunity to offer prizes to participants
- Opportunity to create sponsored content for emails

Workout Partner

- Drop-In classes showcased on the *Workout to Conquer Cancer* website Drop-In Calendar
- Logo recognition on *Workout to Conquer Cancer* website under our *Workout Partners* with hyperlink to company website
- Social media recognition
- Logo recognition on all printed materials at *Workout* partners' venues
- Logo recognition in email to participants
- Exclusive opportunity to be featured in ambassador welcome kit (approximately 10 total)
- Opportunity to offer prizes to participants
- Opportunity to create content for emails providing industry tips and nutrition tricks



About the BC Cancer Foundation

The BC Cancer Foundation is the bridge that connects philanthropic support and research breakthroughs in cancer knowledge. As the fundraising partner of the BC Cancer Agency and the largest funder of cancer research in this province, we enable donors to make contributions to leading-edge research that have a direct impact on improvements to cancer care for patients in British Columbia. We fund with the goal of finding solutions.

As an independent charitable organization, we raise funds exclusively for the BC Cancer Agency that go to supporting innovative cancer research and compassionate enhancements to patient care.

By taking part in *Workout to Conquer Cancer* you can make a difference in the lives of those affected by cancer.

About the BC Cancer Agency

The BC Cancer Agency, an agency of the Provincial Health Services Authority, is committed to reducing the incidence of cancer, reducing the mortality from cancer, and improving the quality of life of those living with cancer. It provides a comprehensive cancer control program for the people of British Columbia by working with community partners to deliver a range of oncology services, including prevention, early detection, diagnosis and treatment, research, education, supportive care, rehabilitation and palliative care. For more information, visit www.bccancer.ca or follow us on Twitter @BCCancer_Agency.

BC Cancer Foundation Board Of Directors

Andrew Sweeney, <i>Chair</i>	Michael Heskin, CA Doug Holtby, FCA	Alice Laberge Murray J. Leith	Carl Roy Andrea J. Shaw
Randy Bartsch	Michael Kennedy, <i>Vice Chair</i>	Derrold Norgaard	Randy Smallwood
Mary Buttery	Dean Kirkham	Dr. Malcom Moore	Shane Worman
Greg D'Avignon		Jatinder Rai	David Zacks, Q.C.

For more information, please contact:

Hannah Konyves, Development Coordinator, Sponsorship, BC Cancer Foundation
604.675.8242 | hannah.konyves@bccancer.bc.ca

Lindsay Abbott, Senior Development Officer, Sponsorship, BC Cancer Foundation
604.675.8015 | lindsay.abbott@bccancer.bc.ca