



Background

In four years, the BC Cancer Foundation's *Workout to Conquer Cancer™* (WTCC) has raised over \$1 million toward life-saving research and enhancements to care at the BC Cancer Agency. Moving into its fifth year, WTCC will evolve and grow into a month-long community-based fitness challenge during May 2017.

When participants sign up for WTCC, not only will they challenge themselves to improve their health and fitness levels, but they will also create a meaningful commitment to support nearly 27,000 British Columbians who will be diagnosed with cancer this year.

The Concept

Workout to Conquer Cancer challenges participants to move every day for the month of May. They will have the opportunity to tailor their month-long challenge to best suit their needs and personality.

The Workout Partners

Bringing together the hottest boutique studios and gyms throughout Vancouver and the Lower Mainland, WTCC will give participants the flexibility to workout on their own time to the fitness style of their choice. Participants will have access to a diverse range of drop-in by-donation classes throughout the month to keep them sweating, smiling and connected to their fitness community.

YOUR COMMITMENT

Mandatory

- Offer a minimum of one of the following with 100% of proceeds going to the BC Cancer Foundation
 - 4 or more benefit classes during the month of May
 - 1 or more fundraising events during the month of May
- *Please note that all of our partnerships are unique, and commitment requirements can be tailored to best suit you.
- Minimum of one promotional social media post to promote recruitment
- Promotional material, provided by WTCC, posted in studio or gym

Encouraged

- Register a team
- Engagement on social media
- E-blast to members
- Offer prizes and incentives to WTCC participants
- Offer one-on-one personal training sessions (50% of proceeds to WTCC)

In Return

- Drop-in classes showcased on the WTCC website drop-in calendar
- Logo with link to your website under our *Workout Partners*
- Social media recognition
- Exposure to new clients
- Affiliation with the BC Cancer Foundation
- Opportunity to engage with participants at the after party
- Potential for further exposure through our media partners, depending on level of commitment

