



September 11 to 16, 2018

# CANCERVIVE

*Cycle  
Tour*

Benefiting



Cancervive Foundation of Alberta  
**Sponsorship Package**



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# Cancervive Cycle Tour

## September 11-16, 2018

Cancervive Cycle Tour 2018 is an iconic six (6) day, 600km ride through The Canadian Rocky Mountains and the Foothills of Southern Alberta. The ride will start and finish in Calgary after stopping in various towns along the route. The send-out breakfast on Sept 11th and the welcome back lunch on September 16th will be at Wellspring Calgary's Carma House (1404 Home Road NW).

The Tour is a fully-supported ride with aid stations, lunch stops, medical and mechanical support, and all meals provided. Every night riders and volunteers stay at a local hotel and enjoy a group dinner together.

## Sponsorship Opportunity

We would like to invite sponsors to partner with Cancervive during their unique and well recognized events. Cancervive requires these funds to cover the cost associated with the ride which may include but are not limited to, travel arrangements, hotel accommodations, vehicle rentals and fuel.

Sponsorship funds are NOT eligible for a charitable tax receipt but an expense receipt can be given upon request.

Wellspring is a community-based centers that provide a wide range of cancer support programs and services to tend to the emotional, social, and informational needs of people living with and affected by cancer, and those who care for them. All programs are provided free of charge to members. Find out more about Wellspring Calgary at [www.wellspringcalgary.ca](http://www.wellspringcalgary.ca) and Wellspring Edmonton [www.wellspringedmonton.ca](http://www.wellspringedmonton.ca).



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## General Sponsorship Benefits

**In return for your support of Cancervive Cycle Tour, you will receive:**

- Logo and name placement as appropriate to sponsor level on jerseys and in all media, social media, print, and promotions.
- Name and logo recognition on our website [cancervive.ca](http://cancervive.ca)
- Right to use event name in corporate marketing campaigns.
- A general receipt issued for business expense purposes.
- Right of first refusal for respective sponsorship level of the Cancervive Cycle Tour 2018 (renewal to be confirmed by February 1, 2019).



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## Sponsorship Levels

### Title Sponsor: \$5,000

- Logo on all print media/ promotional materials
- Logo on the Cancervive website that links to your website
- Logo on the jerseys
- 10+ feature spots on social media
- Verbal recognition during the promotion and execution of the event
- Opportunity to speak at the first and last day receptions
- Opportunity for television appearances
- Opportunity for staff members to volunteer at the first and last day receptions
- A signed, framed jersey from all of the riders and volunteers

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### Tour Sponsor: \$3,500

- Logo on all print media/ promotional materials
- Logo on the Cancervive website that links to your website
- Logo on the jerseys
- 5+ feature spots on social media
- Verbal recognition during the promotion and execution of the event
- Opportunity for staff members to volunteer at the first and last day receptions
- A signed, framed jersey from all of the riders and volunteers



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## Sponsorship Levels

### Carbon Sponsor: \$2,500

- Logo on all print media/ promotional materials
- Logo on the Cancervive website that links to your website
- Logo on the jerseys
- Shared spot on social media
- Opportunity for staff members to volunteer at the first and last day receptions
- A signed, framed jersey from all of the riders and volunteers

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### Spoke Sponsor: \$1,000

- Logo on print media/ promotional materials
- Logo on the Cancervive website that links to your website
- Logo on the jerseys
- Shared spots on social media



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## Sponsorship Levels

### Swag Sponsor: \$500 (in-kind)

- Logo on print media/ promotional materials
  - Logo on the Cancervive website that links to your website
  - Logo on the jerseys
  - Shared spots on social media
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### Snack Sponsor: \$500 (in-kind)

- Same as Swag Sponsor (see above)
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### Van Sponsor: \$500

- Same as Swag Sponsor (see above)
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### Hydration Sponsor: \$500 (in-kind)

- Same as Swag Sponsor (see above)

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## Board of Directors

**Anil Tahiliani - President**  
**Gord Reese - Vice President**  
**Heather Friesen - Past President**  
**Janis Kelman - Treasurer**  
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**Christine Reese - General Manager**  
**Brian McGregor - Founder**

### Contact Information:

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[cancervive.ca](http://cancervive.ca)

*Cancervive is a registered non-profit society.*

