



September 26-October 1, 2019

# CANCERVIVE

*Cycle  
Tour*

Benefiting



Cancervive Foundation of Alberta

## Sponsorship Package



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# Cancervive Cycle Tour

**September 26-October 1, 2019**

Cancervive Cycle Tour 2019 is an iconic four (4) day, 400km ride through some of the most scenic areas of Western Canada. In previous years, the Tour has taken us throughout Southern Alberta and the Canadian Rocky Mountains. This year, the Tour will head to Osoyoos and the Okanagan Region of BC for the first time ever.

The ride will begin and finish in Calgary after completing two (2) days of travel and four (4) days of cycling in BC. The send-off breakfast will be on Sept 26th at the new second home of Wellspring Calgary, Randy O'Dell House (in SE Calgary near the South Health Campus). The Tour is a fully-supported ride with aid stations, lunch stops, medical and mechanical support, hotel stays and all meals provided. Cyclists and volunteers stay at local hotels and enjoy group dinners together.

## Sponsorship Opportunity

We would like to invite sponsors to partner with Cancervive during their unique and well recognized events. Since 2005, there have been 14 tours that have hosted 390 riders, 195 volunteers, covered 46,200 kilometers, and raised over \$2.3 million for Alberta Wellspring centres in support of people living with cancer. You and your organization can be an important part of legacy of this meaningful event. 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 [wellspringcalgary.ca](http://wellspringcalgary.ca) and Wellspring Edmonton [wellspringedmonton.ca](http://wellspringedmonton.ca).**

# 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 2020 (renewal to be confirmed by February 1, 2020).

# 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

# 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

# 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)

# Board of Directors

**Gord Reese - President**  
**Anil Tahiliani - Past President**  
**Kim McNeil - Vice President**  
**Janis Kelman - Treasurer**  
**Peggy Brosens - Director**  
**Wayne Simpson - Director**  
**Vacant - Edmonton Director**  
**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.*

