

In support of



SPONSORSHIP PACKAGE

SEPTEMBER 12, 2026



WHY WE RIDE

We ride for the people who hear the words, "You have cancer."

We ride for the families who carry that weight with them.

We ride to support Wellspring Alberta so that **no one has to face cancer alone.**



ABOUT CANCERVIVE

Cancervive is a not-for-profit that brings people together to support those facing cancer. For more than 20 years, we have united a community to ride together with a strong purpose. Since then, Cancervive has raised almost \$2.8 million for Wellspring Alberta.

Cancer changes everything.

For many riders, Cancervive is deeply personal. Some ride in honour, or in memory, of someone they love. Some ride because they themselves have faced cancer.

Cancervive exists to turn those stories into action.

Through this ride, 100 percent of the funds raised by riders support Wellspring Alberta's free emotional, social, and practical cancer support programs, helping ensure that people facing cancer — and their families — can access the care they need, when they need it.

Cancervive is not a race. It's a community moving forward together.

It's hope in motion.

IT'S A RIDE FOR EVERYONE





ABOUT WELLSPRING ALBERTA

Cancer doesn't stay in the hospital. Cancer follows people home. It shows up in sleepless nights, difficult decisions, lost income, and the fear of what comes next.

Wellspring Alberta exists so that no one has to carry that alone.

We offer over 70 free programs and services that help people cope with the emotional, social, and practical challenges of cancer. From peer support and caregiver programs to exercise classes and financial guidance, we meet people where they are, cost free and without the need of a referral.

Cancervive riders make this possible.

Every kilometre fuels programming that changes lives across Alberta.



ABOUT THE 2026 RIDE

Date: September 12, 2026

Route: Bow Valley Parkway, one of the most scenic routes in Canada

Distances: 25 km, 50 km, 75 km, 110 km

Experience: Fully supported, safe, small-group ride

Accessibility: Paved road, closed to vehicle traffic, e-bike friendly

Post-Ride: Celebration gathering, food, speakers, recognition

What makes Cancervive unique:

- A third of riders are cancer survivors.
- No one rides alone. We ride in small groups for connection, support, and fun.
- Riders return every year because the experience is meaningful, emotional, and unforgettable.

SPONSORSHIP OPPORTUNITIES

When you sponsor Cancervive, you're supporting a fundraising event that has a big impact—with 100% of the funds our riders raise going directly to Wellspring Alberta. It's your support that makes this possible. Thank you for your consideration of one of the following sponsorship investments:

Presenting Sponsor

\$10,000

- Exclusive naming recognition as “Cancervive presented by [YOUR NAME]”
- Premier logo placement on all print and digital promotional materials
- Top-tier logo placement with link on the Cancervive and Wellspring Alberta websites
- Featured logo placement on rider jerseys and event t-shirts
- Social media recognition: multiple posts pre- and post-event and cross posting of select posts on Wellspring Alberta social media accounts.
- On-stage recognition during opening and closing ceremonies
- Opportunity to speak at the post-ride celebration
- Opportunity for media appearances (where available)
- Complimentary registration & fundraising commitment for a team (6 riders, approx. \$3,600 value)
- Corporate team participation and volunteer opportunities
- Recognition in Wellspring Alberta Annual Report (multi-year commitment)

Momentum of Care Sponsor

\$5,000

- Prominent logo placement on print and promotional materials
- Logo and linked recognition on the Cancervive and Wellspring Alberta websites
- Logo on rider jerseys and event t-shirts
- Social media recognition: 4 pre-event, 4 post-event posts on Cancervive accounts
- Verbal recognition during the event
- Complimentary registration & fundraising commitment for two riders (approx. \$1,200 value)
- Opportunity for staff volunteers / corporate cheer team
- Recognition in post-event thank-you materials

SPONSORSHIP OPPORTUNITIES

Pacesetter of Strength Sponsor

\$2,500

- Logo and link on the Cancervive and Wellspring Alberta websites
- Logo on rider jerseys and event t-shirts
- Social media recognition: 2 pre-event, 2 post-event posts on Cancervive accounts
- Event-day recognition
- Complimentary registration & fundraising commitment for one rider (approx. \$600 value)
- Opportunity for staff members to volunteer or form a cheer team
- Recognition in post-event communications

Leaders of Courage Sponsor

\$1,000

- Logo and link on the Cancervive website
- Logo on event t-shirts
- Social media recognition: 1 pre-event, 1 post-event post on Cancervive accounts
- Event-day recognition
- Recognition in post-event thank-you materials

Event Day Sponsor

\$500

- Logo on event t-shirts
- Social media recognition: 1 post-event post
- Event-day recognition
- Recognition in post-event thank-you materials

Get activated!

We have a number of activation opportunities to give you a fun and engaging experience with our riders that also gets you more exposure.

Let us know if you'd like to add on an activation with your sponsorship or if you're interested in activations exclusively.

SPONSORSHIP AGREEMENT

I AGREE TO THE FOLLOWING SPONSORSHIP CATEGORY AND LEVEL:

As a sponsor of this event, in return for my financial commitment, I understand that:

- My company will receive the benefits outlined respective to my sponsorship level
- Payment is due by no later than August 1, 2026 (unless otherwise agreed)
- To receive the full package of promotional benefits, I must sign my sponsorship agreement no later than July 15, 2026 and provide a current electronic version of my company's logo (.eps or high resolution .pdf only)

COMPANY NAME:

SPONSORSHIP CONTACT:

EMAIL:

BUSINESS PHONE:

CELL PHONE:

ADDRESS:

CITY:

PROVINCE:

POSTAL CODE:

WEBSITE:

TWITTER:

FACEBOOK:

LINKEDIN:

INSTAGRAM:

OR, I AM UNABLE TO SPONSOR BUT WOULD LIKE TO MAKE A CHARITABLE DONATION OF:

PRINTED NAME

SIGNATURE

DATE

For inquiries and to send your signed sponsorship agreement: cancerviveab@gmail.com



In support of



YOUR PARTNERSHIP MAKES A DIFFERENCE.

For riders, for families, and for every Albertan facing cancer.

