

Ride for  
Wellspring



# SPONSORSHIP PACKAGE

SEPTEMBER 14, 2024



## ABOUT THE RIDE

Cancervive is an annual one-day bike ride through Banff National Park on the Bow Valley Parkway to raise money for Wellspring Alberta, a charity offering free programs and services to people living with cancer – including those diagnosed, caregivers, and their kids. This year's ride will be held on September 14, 2023 and riders can choose from 25 km, 50 km, 75 km or 110 km distances.

With the ride taking place on a paved road closed to vehicle traffic, as well as the option of distances and the ability to participate on an e-bike, Cancervive is accessible to all different rider levels and abilities. Cancervive is a fully supported ride with aid stations, medical and mechanical support, and a post-ride celebration.

We are proud to say that a third of Cancervive riders are cancer survivors. We are committed to an inclusive experience and ride in smaller groups, so no one is left behind. This directly aligns with our support for Wellspring and their mission to ensure no one faces cancer alone. From its humble beginnings back in 2005 until today, Cancervive has raised over \$2.8 million for Wellspring Calgary and families living with cancer.

## ABOUT WELLSPRING ALBERTA

Every day in Alberta, 63 people hear these three words, "you have cancer". One in two of us will hear these words in our lifetime.

We're fortunate to have world-class medical resources to treat cancer in our province, but people living with cancer need so much more. Cancer patients and their families often have difficulty finding the emotional, social and practical support they so urgently require.

Wellspring devotes itself exclusively to the unique non-medical impacts of having cancer. It is a community for people living with cancer and their families to develop a support system and create a sense of hope in a warm, caring community. A registered charity and part of a network of community-based support centres, Wellspring offers programs and services that meet the emotional, social and practical needs of people living with cancer and those who care for them. All programs are evidence-informed programs and services are offered free of charge and without referral.



# SPONSORSHIP OPPORTUNITIES

We would like to invite sponsors to partner with Cancervive during their unique and well recognized event. The donated funds go directly to Wellspring to help fund their programming and non-medical services for those living with cancer.

As Wellspring does not receive any government funding, events like Cancervive are critical to their mission and service delivery. Donations are eligible for a charitable tax-receipt from Wellspring Alberta. All Wellspring programs and services are provided free of charge to registered members and their respective caregivers.

We invite you to support Cancervive and Wellspring in any way that resonates with you. With your help, we can ensure that no one faces cancer alone

	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Event Day \$500	Gift / Prize over \$500
<b>Sponsorship Benefits</b>					
Logo on all print media/promotional materials	✓				
Opportunity to speak at post-ride celebration	✓				
Opportunity for television appearances	✓				
Registration fee & fundraising commitment for one rider (\$600 value)	✓				
Promotional and event day recognition	✓	✓			
Logo on event t-shirts	✓	✓	✓		
Logo and link on website	✓	✓	✓	✓	
Social media recognition	✓	✓	✓	✓	✓
Volunteer opportunities for employees	✓	✓	✓	✓	✓



# 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, 2024 (unless otherwise agreed)
- Logos will remain active on website until December 31, 2024
- To receive promotional benefits, I must provide a current electronic version of my company's logo (.eps or high resolution .pdf only) by print deadlines for print media or by August 1, 2024 to be included in all on-site signage

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

