



COMPETE for the CURE



PARTNERSHIP PACKAGE 2017





INSPIRATION

Understanding how lucky you are to have someone in your life isn't something you necessarily think about often. I know I certainly didn't...until everything changed.

When I was in the eighth grade my father, Dr. Michael Clarfield, was diagnosed with pancreatic cancer. At the time of his diagnosis, the two year survival rate was less than 8%. Thankfully, I, and the rest of the people in my dad's life, were lucky enough to have him fall on the right side of the numbers.

A few years after he recovered, my dad and I participated together in the Ride to Conquer Cancer. It was on this ride that I really understood how special it was to have him alive. During the ride, he explained that at one point he had thought he'd never ride a bike again - let alone on a ride to raise funds for cancer awareness and research.

I've always looked up to my father as someone who puts his health first - a role model for healthy eating and engaging in physical activity. Cancer can victimize anyone. That is why it is important to get involved now.

I started Compete for the Cure in support of Pancreatic Cancer Canada as a way to give back. It is more than a charity sports tournament and has truly become a movement. Please read on to find out why my family and the rest of the team would love your support in the 4th and best year yet of Compete for the Cure.



HISTORY

- 2014 - \$80,000 Raised with 280 Participants
- 2015 - \$100,000 Raised with 320 Participants
- 2016 - \$120,000 Raised with 340 Participants
- 2017 goal - \$125,000 Raised with 360 Participants

THE CAUSE

Pancreatic cancer is an insidious disease that can strike anyone, at anytime. People are shocked to learn that it claims nearly as many lives each year as breast and prostate cancer yet remains somewhat of an “underdog” – underfunded and misunderstood. Pancreatic cancer is the source of 10% of all cancer deaths, only 5% of trials and receives less than 2% of research funding.

Pancreatic cancer is the fourth leading cause of cancer death in Canada. There is no known cause, no early detection and no known cure. Seventy-five percent of all patients die within the first year, and many within the first three to six months.

Surprisingly, only a handful of scientists concentrate solely on this disease. This is a direct result of the lack of funding earmarked for pancreatic cancer. The survival rate has remained relatively unchanged for decades – in the single digits (8%). Thirteen Canadians are diagnosed everyday - twelve will not survive.

The gap between lives lost and funding presents an enormous opportunity for donors and corporations to save lives. Pancreatic Cancer Canada is committed to making a difference in the fight against pancreatic cancer.



PANCREATIC CANCER CANADA



Pancreatic Cancer Canada ("PCC") is focused on fighting pancreatic cancer through raising funds for research, awareness, education and advocacy in Canada. PCC's goals are to improve overall patient survival rates and create a brighter future for those affected by pancreatic cancer.



Since its inception in 2006, PCC has invested nearly \$4 million in research at cancer centres across Canada; funding scientific projects in early detection, treatment and improving patient outcomes.



Each year, individuals whose lives have been affected by pancreatic cancer connect with PCC in efforts to raise awareness and much needed funding. Some participate in PCC's signature events; others hold their own fundraisers, contributing thousands of dollars to support lifesaving research. Two of the leading experts in both treatment and research are on PCC's medical advisory board and work closely with PCC.





THE EVENT

WHERE: HoopDome (75 Carl Hall Road)

WHEN: Sunday, January 15th, 2017

WHAT: Male basketball, male dodgeball and female dodgeball tournament

WHO: A projected group of 500 people consisting of student participants from approximately 20 schools, volunteers, family, friends and members of the community

WHY: To support pancreatic cancer research and help increase the survival rate for this deadly disease

WEBSITE: www.pancreaticcancer.ca

[Check out Compete for the Cure 2017 under the Events tab!]



PARTNERSHIP OPPORTUNITIES

We'd love to have you on board as an official partner of our event. Please see below for a summary chart of our various partnership package levels and the associated exposure opportunities. The tournament promises to be another successful event and a contribution from you will be vital in supporting the life-saving work of researchers. If you are representing a company, the event provides an opportunity to generate brand exposure and goodwill. As an individual or family, you will be supporting a great community cause and providing hope to those affected by this devastating disease. Full details are on the pages to follow.

Level/Exposure	Title Partner (\$8500)	Champion Partner (\$5000)	Court Partner (\$2500)	Platinum Partner (\$1000)	Silver Partner (\$500)
Recognition as Title Partner of the event	✓				
Promotional Products - name/logo of partner included on promotional products	✓				
Schedules - name included on schedules distributed and posted at the event	✓				
Newspaper and Magazine Articles - partner name included in any published pieces	✓				
Tip Off - ability to perform tip off at finals game	✓				
Multi-Media - listed in multi-media presentations given to donors and sponsors	✓				
Pancreatic Cancer Canada [PCC] - partner name/logo will be featured in the PCC newsletter and on its website	✓				
Parking - VIP parking spot(s) will be provided to you at event	✓	✓			
Table/Booth - provided for you at the event upon request. Ability to distribute promotional materials and/or promote business at the event (where applicable).	✓	✓			
Trophies - partner name will get engraved on trophy/plaque to be given out (i.e. top fundraisers, winning teams)	All	✓	✓		
Naming Rights - of a specific component of the event	Whole Event	Sports Tournament	Court		
Event Signage Recognition - higher the level, higher the exposure	All	Min of 5	Min of 5	Min of 1	
Jerseys - partner name/logo included	All fronts	All backs	2/3 of all jersey backs	1/3 of all jersey backs	
MC - verbal recognition at event	8x	6x	4x	2x	
Video - partner name/logo included in all event promotional or recap videos	✓	✓	✓	✓	✓
Email Communications Recognition - name included in emails to all participants, donors and fans	✓	✓	✓	✓	✓
Program Booklet - partner name/logo listed in the event program	2 page colour	1 page colour	1/2 page colour	1/4 page colour	Listed
Website Exposure - name/logo listed with hyperlink to company website where applicable (higher the level, higher the exposure)	✓	✓	✓	✓	✓
Social Media - partner name/logo included in social media communications (including Facebook and more)	✓	✓	✓	✓	✓

For more information, please contact competeforthecure@gmail.com. We hope you will support our fight to end pancreatic cancer!

PARTNERSHIP PACKAGE DETAILS

Compete for the Cure in support of Pancreatic Cancer Canada would like to partner with you! We have prepared several package options for your convenience.

Note: items in purple font reflect new exposure at each level

SILVER

\$500

Website – Partner name will be listed on the event website. Company logo will be uploaded to event website with link to company website (where applicable).

Social Media – Partner name and logo will be included in social media communications (including Facebook and more)

Event Program – Partner name will be listed in the event program booklet

E-mail – Partner name will be included in emails sent to participants, volunteers, donors & fans

Video – Partner name/logo will be included in certain event promotional or recap videos

PLATINUM

\$1000

Website – Partner name will be listed on the event website. Company logo will be uploaded to event website with link to company website (where applicable).

Social Media – Partner name and logo will be included in social media communications (including Facebook and more)

Event Program – Partner name will be listed in the event program booklet. Logo or name will get ¼ page ad included in event program exposure.

E-mail – Partner name will be included in emails sent to participants, volunteers, donors & fans

Video – Partner name/logo will be included in certain event promotional or recap videos

Mentions – Partner name will be mentioned several times by the MC at the event (minimum of 4 times)

Jerseys – Partner name/logo will be printed on backs of 1/3 of all event jerseys

Signage – Partner name will be printed on a poster at the event recognizing and thanking Platinum and higher sponsors (minimum of 1 sign)



COURT

\$2500

Website – Partner name will be listed on the event website. Company logo will be uploaded to event website with link to company website (where applicable).

Social Media – Partner name and logo will be included in social media communications (including Facebook and more)

Event Program – Partner name will be listed in the event program booklet. Logo or name will get 1/2 page ad included in event program booklet exposure.

E-mail – Partner name will be included in emails sent to participants, volunteers, donors & fans

Video – Partner name/logo will be included in certain event promotional or recap videos

Mentions – Partner name will be mentioned several times by the MC at the event (minimum of 6 times)

Jerseys – Partner name/logo will be printed on backs of 2/3 of all event jerseys

Signage – Partner name will be printed on significant signage (minimum of 6 signs throughout event facility). Ability to put up own signage or banners.

Trophies – Partner name will get engraved on a trophy/plaque to be given out at awards ceremony (i.e. top fundraiser, winning team, MVP)

Table/Booth – Provided for you at event. Ability to distribute, promotional materials and/or promote business at event (where applicable).

Court Naming Rights – The partner will be the presenting partner for a specific court and the partner will get a personalized sign indicating so.





CHAMPION \$5000

Website – Partner name will be listed on the event website. Company logo will be uploaded to event website with link to company website (where applicable).

Social media – Partner name will be included in social media communications (including Facebook and more).

Event program – Partner name will be listed in the event program. Logo or name will get a 1 page colour ad included in event program booklet exposure.

E-mail – Partner name included in e-mails sent to participants, volunteers, donors & fans

Video – Partner name/logo will be included in certain promotional and recap videos

Mentions – Partner name will be mentioned several times by the MC at the event (minimum of 8 times)

Jerseys – Partner name/logo will be printed on the backs of all event jerseys

Signage – Partner name/logo printed on event signage (minimum of 6 signs throughout event facility). Ability to put up own signage or banners.

Trophies – Partner name will get engraved on a trophy/plaque to be given out at awards ceremony (i.e. top fundraiser, winning team, MVP)

Table/Booth – Provided for you at event. Ability to distribute, promotional materials and/ or promote business at event (where applicable).

League Naming Rights – For a specific tournament (i.e. male basketball, male dodgeball or female dodgeball). Your name will be referred to in many contexts including the website, social media, the event program, schedules posted around the event and more. An example of the reference format would be “Male Basketball Presented by X”.

Parking – 1 VIP parking spot will be provided to you at the event

PCC Exposure – Partner name/logo will be featured in the Pancreatic Cancer Canada newsletter and on its website





TITLE

\$8500

Website – Partner name will be listed on the event website. Company logo will be uploaded to event website with link to company website (where applicable).

Social Media – Partner name will be included in several social media communications (including Facebook and more)

Event Program – Partner name will be highlighted and receive significant exposure in the event program booklet. Partner will get a 2 page colour spread including name, logo and a blurb.

E-mail – Partner name included in several e-mails sent to participants, volunteers, donors

Video – Partner name/logo will be included in all promotional and recap videos

Mentions – Partner name will be mentioned several times by the MC at the event (minimum of 10 times)

Jerseys – Partner name/logo will be printed on FRONT of all jerseys

Signage – Partner name/logo will be printed on ALL event signage (minimum of 13 throughout event facility). Ability to put up own signage or banners.

Trophies – Partner name/logo gets engraved on ALL trophies/plaques to be given out at the awards ceremony [i.e. top fundraiser, winning team, MVP]

Table/Booth – Provided for you at event. Ability to distribute, promotional materials and/or promote business at event (where applicable).

Newsletter – Partner name/logo will be featured in the Pancreatic Cancer Canada newsletter and on its website

Event naming rights – Name becomes part of event title in certain cases [i.e. Compete for the Cure Presented by X].

Newspaper – Partner name included in newspaper articles

Magazine – Partner name will appear in magazine articles

Promotional Products – Name/logo will go on promotional products

Multi-Media – Listed in multi-media presentations to donors and sponsors

Tip-Off – Ability to perform the ceremonial tip-off at a finals game

PCC Exposure – Partner name/logo will be featured in the Pancreatic Cancer Canada newsletter and on its website

Parking – 2 VIP parking spots provided at the event

Extra – Your name will be included in several places on the website, social media, in the event program, on schedules posted around the event and more



NOTES

1. Website Exposure: The website is viewed by anyone who registers, donates, or check out event details online. Approximately 10,000 visits will be made to the website leading up to the event.

2. Social Media Exposure: The Facebook Event Page will include over 400 people who click 'attending'. Facebook communications will reach over 2,500 people since anyone 'invited' to the event AND those who like the separate Compete for the Cure Fan Page will receive communications regardless of attendance status. A minimum of 15 Facebook posts will be made leading up to the event (key posts will include a section highlighting our various partners). Each company/family name will get listed in at least two of these Facebook posts (1 on the Event Page and 1 on the Fan Page). Each company's logo will get uploaded to the Event Page (where applicable). For companies, at least once, a link will be posted from the Event Page to the company's website.

3. Event Program: Over 500 printed/distributed at event.

4. E-mail: List will include all participants. Each partner name will get listed in at least one e-mail leading up to event and one thank you e-mail after the event.

5. Jersey Exposure: Participants are required to wear event jerseys. The jerseys are also kept and worn repeatedly around the community afterwards. Jerseys are sold to fans as well. Furthermore, they are given to corporate/family sponsors as a keepsake.

Every gift is tax deductible and will be honoured with an official tax receipt for the applicable fiscal year issued by Pancreatic Cancer Canada.

THANK YOU

The Compete for the Cure executive thanks you in advance for your contribution to fulfilling our vision. All partnership questions and further inquiries should be directed to:

Email: competeforthecure@gmail.com
Phone: 1-888-pancan9 (1-888-726-2269)
Address: 800 Steeprock Drive, Toronto,
Ontario, M3J 2X2

Website: www.pancreaticcancercanada.ca
[Check out Compete for the Cure 2017
under the Events tab!]