

COMPETE FOR the CURE

PARTNERSHIP PACKAGE 2015



Inspiration

I started Compete for the Cure in honour of the strongest man I know - my father, Dr. Michael Clarfield. Coming home from what seemed like a regular day in eighth grade, I sat at the table for my afternoon snack, only to be told that my father had been diagnosed with pancreatic cancer. This meant that he had a six percent chance of surviving two more years. It seemed too surreal to even believe. I think that's why it took me years to understand how truly lucky we are that he is now cancer free.

A few years ago, after my father had recovered, we participated in the Ride to Conquer Cancer together. It was on this ride that I really understood how special it was to have him alive. At one point during the ride, he explained that not long before he had thought he may never ride a bike again - let alone with his children on a ride to raise awareness for cancer funding 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 the Compete for the Cure event as a way to give back. Please read on to find out why my family and the rest of the team would love your support in the third and most amazing year yet of Compete for the Cure.



History

2014 - \$80,000+ raised with 280 participants

2015 - \$100,000+ raised with 320 participants

2016 goal: \$100,000+ raised with 340 participants

The Cause

Pancreatic Cancer Canada (PCC) is proud to be Canada's only national foundation dedicated to raising awareness, advancing pancreatic cancer research and saving the lives of those living with the disease.

PCC is a volunteer-driven, not-for-profit organization headquartered in Ottawa, with a chapter in Toronto and a network of affiliates across Canada. Since its founding in 2006, it has invested close to 3 million dollars in research to discover new and better ways to diagnose and treat pancreatic cancer and improve the quality of life of people living with the disease. PCC understands the many challenges facing those affected by pancreatic cancer and wants them to know there is hope. PCC provides support and resources to help patients better understand their diagnosis and make informed decisions about their treatment. It is proud to provide a forum for the exchange of experiences, ideas and questions.

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 its signature events; others hold their own fundraisers, like Compete for the Cure, which contribute thousands of dollars to support life-saving research. Two of the leading experts in both treatment and research are on PCC's medical advisory board and work closely with the organization.



Why Support 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 cancer and prostate cancer yet remains somewhat of an “underdog” - underfunded and misunderstood. A landmark report from the non-profit institute, Charity Intelligence Canada, cited pancreatic cancer as the most seriously underfunded cancer, receiving less than 1% of research and charitable funding.

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



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.

The Event

Where: Hoop Dome (75 Carl Hall Road)

When: Sunday, January 10th, 2016

What: Male basketball, male dodgeball and female dodgeball tournaments, food, fun and more!

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

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





Partnership Package Levels

The following packages have been prepared for your convenience. With increased sponsorship, comes increased exposure. Purple line items refer to new exposure at each level. Of course, we are happy to customize a package for you! Thanks for your support.

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). (1)

Social Media - Partner name and logo will be included in social media communications (including Facebook and more). (2)

Program Booklet - Partner name will be listed in the event program. (3)

E-mail - Partner name will be included in emails sent out to participants, volunteers, donors, and fans. (4)

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

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). (1)

Social Media - Partner name and logo will be included in social media communications (including Facebook and more). (2)

Program Booklet- Partner name will be listed in the event program. **Logo or name will get a 1/4 page colour ad included in event program exposure.** (3)

E-mail - Partner name will be included in emails sent out to participants, volunteers, donors, and fans. (4)

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 2 times).

Jerseys - Partner name/logo will be printed on backs of 1/3 of all event jerseys. (5)

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

Platinum

\$1000



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). (1)

Social Media - Partner name and logo will be included in social media communications (including Facebook and more). (2)

Program Booklet- Partner name will be listed in the event program. **Logo or name will get a 1/2 page colour ad included in event program exposure.** (3)

E-mail - Partner name will be included in emails sent out to participants, volunteers, donors, and fans. (4)

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 2/3 of all event jerseys. (5)

Signage - Partner name will be printed on posters/signage at the event recognizing and thanking platinum and higher sponsors (minimum of 5 signs). 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 fundraisers, winning teams, MVPs).

Table/Booth - Provided for you at event (upon request). 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). (1)

Social Media - Partner name and logo will be included in social media communications (including Facebook and more). (2)

Program Booklet- Partner name will be listed in the event program. **Logo or name will get a 1 page colour ad included in event program exposure.** (3)

E-mail - Partner name will be included in emails sent out to participants, volunteers, donors, and fans. (4)

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 all event jerseys. (5)

Signage - Partner name will be printed on a poster at the event recognizing and thanking platinum and higher sponsors (minimum of 5 signs). 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 fundraisers, winning teams, MVPs).

Table/Booth - Provided for you at event (upon request). 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 Tournament Presented by X".

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





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). (1)

Social Media - Partner name and logo will be included in social media communications (including Facebook and more). (2)

Program Booklet - Partner name will be listed in the event program. Partner will get a 2 page colour spread including name, logo and a blurb. (3)

E-mail - Partner name will be included in several emails sent out to participants, volunteers, donors, and fans. (4)

Video - Partner name/logo will be included in all event promotional or 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 FRONT of all event jerseys. (5)

Signage - Partner name will be printed on ALL event signage (minimum of 5 throughout facility). Ability to put up own signage or banners.

Trophies - Partner name will get engraved on ALL trophies/plaques to be given out at awards ceremony (i.e. top fundraisers, winning teams, MVPs).

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

Event Naming Rights - Name becomes part of event title (i.e. Compete for the Cure presented by X).

Pancreatic Cancer Canada - Partner name/logo will be featured in Pancreatic Cancer Canada newsletter and on its website.

Media - Partner name will be included in all newspaper articles. Partner name will appear in all magazine articles.

Schedules - Your name will be included on schedules distributed and posted at the event.

Promotional Products - Name/logo will go on all promotional products.

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

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

Parking - 2 VIP parking spots will be provided to you at the event.



Notes

- (1) Website Exposure: The website is viewed by anyone who registers, donates or checks out the fundraising race 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 2500 people since anyone "invited" to the event AND those who like a separate Compete for the Cure fan page will receive communications regardless of attendance status. A minimum of 20 Facebook messages will be sent out leading up to the event and each message will include a section highlighting our various partners. Each company/family name will get listed in at least two of these Facebook messages (1 on the Event Page and 1 on the Fan Page). Each company's logo will get uploaded to the Event Page.
- (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 the 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 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

Compete for the Cure

E-mail: competeforthecure@gmail.com

Phone: 4167818916

Website: www.pancreaticcancerCanada.ca

Address: 471 Cranbrooke Avenue, Toronto, ON, M5M1N6

TOGETHER WE CAN MAKE A DIFFERENCE