

# GCWCC WELLNESS CHALLENGE



# DÉFI MIËUX-ÊTRE DE LA CCMTGC

The Wellness Challenge is a 5 km run and 3 km walk held in Tunney's Pasture on the Thursday before Thanksgiving each year. This event has contributed over \$20,000.00 in each of the past 5 years to **United Way/Centraide** and for **HealthPartners** to fund medical research and health promotion. This year mark's our 11th anniversary and we would like to offer you the opportunity to work with us.

Market your company/organisation as an organization dedicated to healthier living and support **United Way/Centraide** and **HealthPartners** in Ottawa-Gatineau.

Take a look at the benefits available to your organization

SPONSORSHIP PACKAGES	Finish Line	Finishers Corral	Medal Sponsor	Wellness Ambassador	Partners in Wellness
	\$1,000 cash donation + 6 prizes	\$1,000 cash donation	\$1,000 cash donation	\$750 cash donation	in-kind donations at 50% of cash value
TOTAL SPONSORSHIPS	1	1	4	3	Unlimited
COMPLIMENTARY RACE ENTRIES	10	5	5	3	1 for each \$250
<b>Pre-event recognition</b>					
Receives Wellness Challenge title recognition	•	•	•	•	•
Social media promotion	•	•	•	•	\$250
<b>Website Presence</b>					
*Company write-up on event website	•	•	•	•	•
Company name, logo and link on event website	•	•	•	•	\$250
Company name, logo and link on online registration	•	•	•	•	\$250
<b>Event day on-site recognition</b>					
Finish line banner	•	•	•	•	•
Branded food tent	•	•	•	•	•
Booth	•	•	•	•	\$500
Logo on back of event T-shirt	•	•	•	•	•
Banner along race course	•	•	•	•	\$500
Promotional material included in race kits	•	•	•	•	\$250
Race day recognition (emcee)	•	•	•	•	•
<b>Post-event recognition</b>					
Thank you email blast	•	•	•	•	•
Next year's sponsorship exclusivity	•	•	•	•	•

\* Banners, booths, write-ups and promotional material are to be provided by the sponsor(s).  
\* Sales and soliciting are not permitted in on-site booths.

### Is this your market?

1079 Government Employees Participated in 2015							
Event	Age	82 Males	324 Females	Event	Age	304 Males	369 Females
3km Walk	20-29	6	27	5km Run	20-29	36	33
	30-39	23	78		30-39	104	169
	40-49	29	104		40-49	108	115
	50+	24	115		50+	56	52

32 Participated in 2015 (General Public)			
Event	Age	304 Males	369 Females
3km Walk & 5km Run	20-39	6	10
	E40+	6	10