

GCWCC

WELLNESS CHALLENGE



DÉFI MIÈUX-ÊTRE DE LA CCMTGC

The Wellness Challenge is a 5 km run and 3 km walk held each year at Tunney's Pasture on the Thursday before Thanksgiving weekend. This event has contributed over \$20,000 annually over the past five years to **United Way/Centraide** and **HealthPartners** to fund medical research and health promotion. This year mark's our 12th anniversary and we would like to offer you the opportunity to work with us.

Market your company/organization as a promoter of healthy 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
Pre-event recognition					
Receives Wellness Challenge title recognition	•				
Social media promotion	•	•	•	•	\$250
Website Presence					
*Company write-up on event website	•	•	•	•	
Company name, logo and link on event website	•	•	•	•	\$250
Company name, logo and link on online registration	•	•	•	•	\$250
Event day on-site recognition					
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)	•	•	•	•	
Post-event recognition					
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?

1000 participants in 2016							
Event	Age	80 Males	354 Females	Event	Age	245 Males	320 Females
3km Walk	20-29	8	37	5km Run	20-29	27	46
	30-39	32	127		30-39	87	126
	40-49	19	92		40-49	88	108
	50+	21	98		50+	43	40

Please contact our Marketing Coordinator to book your space: **Crystal Van Boxtel** - info@wellnesschallenge.ca