



# 2025 Corporate Sponsorship Opportunities

Join us to celebrate the 20th Annual!



## What Makes Hospice Calgary Critical?

Hospice Calgary's mission is to help families and individuals achieve support, hope and well-being through compassionate end-of-life and bereavement care. Our team of professionals provides individual, family, and group counselling, as well as 24-hour end-of-life care. We have been supporting the Calgary community for over 35 years.



## 20<sup>TH</sup> ANNUAL EVENT

Hike FOR  
**HOSPICE**  
**5 KM CALGARY**



**MAY 4<sup>TH</sup> 2025**  
**AT FISH CREEK PARK**

**Registration & fundraising  
opens March 5th.**

## The Event

Hike for Hospice Calgary is a family-friendly fundraising event open to all ages and abilities. The event provides participants with an opportunity to celebrate loved ones living with advanced illness and honour those that have passed away.

Each year, we walk a 5km route to raise funds that will support Hospice Calgary's mission.

This year's Hike for Hospice Calgary will be in person on May 4, 2025. The event will be hosted at Fish Creek Park. Your partnership will help raise over **\$100,000** for families facing advanced illness, end-of-life, and grief.

**More info at [hospicecalgary.ca/hike](https://hospicecalgary.ca/hike)**



## Why Sponsor Hike for Hospice Calgary?

When you sponsor Hike for Hospice Calgary, you show your company's support for some of our city's most vulnerable people.

Your sponsorship will raise community awareness of your brand.

## Last Year's Sponsors:

- Corus Entertainment
- Calgary Stampeders
- Evan J. Strong Funeral Services
- Sentinel Storage
- LAN Solutions
- Altitude Communications
- Carbert Waite LLP
- Marshall Drugs
- Airdrie Dodge



## Demographics:

**750+** DONORS

**300+** PARTICIPANTS

amplified through social networks and fundraising activities

ALL AGES

FAMILIES

INDIVIDUALS

COUPLES

CORPORATE TEAMS

The sponsorship opportunities presented in this booklet are a starting point in our conversation. We will work with you to find out how your organization wants to be part of our event! Together, we can develop a customized package for you.



# Sponsor Benefits

for 2025 at a glance

		PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
		10K	5K	2.5K	1.5K
LOGOS	Logo is CO-BRANDED W/EVENT LOGO on event webpage, emails, signage, participant t-shirts*, and post-event thank you video	✓			
	Logo is PRIMARY on event webpage, emails, signage, participant t-shirts*, and post-event thank you video		✓		
	Logo is SECONDARY on event webpage, emails, signage, participant t-shirts*, and post-event thank you video			✓	✓
BEFORE EVENT	Name mentioned in all media including radio and TV ads (see detailed page for media reach)	✓			
	Complimentary event hiker registrations	10 HIKERS	6 HIKERS	4 HIKERS	2 HIKERS
	Right to use event name and logo in your corporate marketing campaigns	✓	✓	✓	✓
DURING EVENT	Speaking opportunity at event-day Opening Ceremonies	✓			
	Opportunity to include a branded item(s) in participant packages	✓	✓		
	Opportunity to display company banner at event	✓	✓	✓	
	Verbal recognition during event program	✓	✓	✓	✓
AFTER EVENT	Speaking opportunity in post-event thank you video	✓			
	Recognition on "Our Supporters" webpage for 12 months	✓	✓	✓	✓
	Recognition on Hospice Calgary's Donor Wall & Community Report	✓	✓	✓	✓
	Recognition on digital display in Hospice Calgary's Southeast office for 3 months	✓	✓	✓	✓

\*Commit by March 15



# ★ Presenting Sponsor

**\$10,000**

**1 AVAILABLE**

Hike for Hospice Calgary 2025 presented by [YOUR COMPANY NAME].

**Your company name and logo** will be co-branded with the Hike for Hospice event logo and on all marketing materials. In addition, this level entitles you to the proposed benefits outlined below and can be further customized to align with **your company's** priorities.

- Logo is CO-BRANDED WITH EVENT LOGO. Featured on event webpage, emails, signage, participant t-shirts\*, and post-event thank you video
- Name mentioned in all TV and Radio event ads with the possibility of speaking alongside event staff on TV and radio interviews\*
- Promotional posts on our social media channels with up to 1.7K followers
- 10 complimentary event hiker registrations for team engagement
- Right to use event name and logo in your corporate marketing campaigns
- Speaking opportunity at event-day Opening Ceremonies (~2 min.)
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Speaking opportunity in post-event thank you video sent to 1500 + recipients
- Recognition on "Our Supporters" webpage (for 12 months)
- Recognition on Hospice Calgary's Donor Wall
- Recognition in Hospice Calgary's Community Report
- Recognition on digital display in Hospice Calgary's SE office (for 3 months)
- First right of refusal for Hike for Hospice Calgary 2026 when committed by December 15, 2025
- And more...

**\*Contingent on securing Media Sponsor**

**TV & Radio Event Ads**  
*(benefits below are from 2024 and subject to change)*

**Corus Entertainment Media partnership**

**Global Calgary**  
*Community Cal on-air (14 days)*  
*Editorial News Opportunities*  
*Online Event Listing x 6 wks*  
*Post(s) on X (234K followers)*

**QR Calgary Radio**  
*28 on-air, produced promos*  
*Events page listing*  
*Newsletter inclusion*  
*Post(s) on X (16.9K followers)*  
*On-air interview*  
*Editorial Opportunity*

**Country 105 Online**  
*Events page listing*  
*Newsletter inclusion*  
*Post(s) on X (10.6K followers)*

*\*Commit by March 15*

Hike for Hospice Calgary 2025: Sponsorship Package

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# ★ Gold Sponsor

\$5,000

4 AVAILABLE

The level entitles you to the proposed benefits outlined below, which can be further customized to align with **your company's** priorities.

- Logo is PRIMARY. Featured on event webpage, emails, signage, participant t-shirts\*, and post-event thank you video
- Promotional posts on our social media channels with up to 1.7K followers
- 6 complimentary hiker registrations for team engagement
- Right to use event name and logo in your corporate marketing campaigns
- Opportunity to include a branded item(s) in participant packages
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition in Hospice Calgary's Community Report
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- First right of refusal for Hike for Hospice Calgary 2026 when committed by December 15, 2025
- And more...

*\*Commit by March 15*

# ★ Silver Sponsor

**\$2,500**

**MULTIPLE AVAILABLE**

The level entitles you to the proposed benefits outlined below, which can be further customized to align with **your company's** priorities.

- Logo is SECONDARY. Featured on event webpage, emails, signage, participant t-shirts\*, and post-event thank you video
- Promotional posts on our social media channels with up to 1.7K followers
- 4 complimentary hiker registrations
- Right to use event name and logo in your corporate marketing campaigns
- Opportunity to display your company banner at the event
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition in Hospice Calgary's Community Report
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- And more...

*\*Commit by March 15*

# ★ Bronze Sponsor

**\$1,500**

**MULTIPLE AVAILABLE**

The level entitles you to the proposed benefits outlined below, which can be further customized to align with **your company's** priorities.

- Logo is SECONDARY. Featured on event webpage, emails, signage, participant t-shirts\*, and post-event thank you video
- Promotional post on our social media channels with up to 1.7K followers
- 2 complimentary hiker registrations
- Right to use event name and logo in your corporate marketing campaigns
- Verbal recognition during the event program
- Recognition on "Our Supporters" webpage (*for 12 months*)
- Recognition on Hospice Calgary's Donor Wall
- Recognition in Hospice Calgary's Community Report
- Recognition on digital display in Hospice Calgary's SE office (*for 3 months*)
- And more...

*\*Commit by March 15*



# Let's Talk About Your Options

This partnership can help position your organization for enhanced awareness, and shows your staff, customers, and clients how you support vulnerable community members.

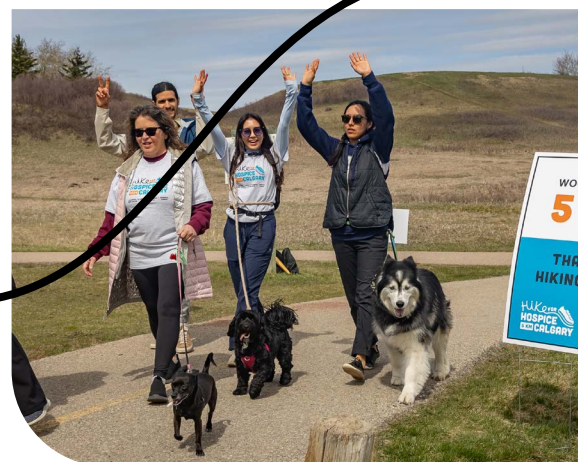
Please tell us how we can make sponsorship of the 2025 Hike for Hospice Calgary work for you.

## Kelsey Murdoch

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More info at:  
[hospicecalgary.ca/hike](http://hospicecalgary.ca/hike)