



CEREBRAL PALSY
ASSOCIATION IN ALBERTA

2019
LIFE WITHOUT
LIMITS
CHALLENGE

**RUN • WALK • WHEEL
FOR FUN & A GREAT CAUSE**

CALGARY

Saturday, September 14th, 2019

EDMONTON

Sunday, September 15th, 2019

2019 PROVINCIAL SPONSORSHIP PACKAGE

The Cerebral Palsy Association in Alberta's (CPAA) 13th Annual Life Without Limits Challenge will be taking place in Calgary at Rotary Challenger Park on September 14th, and in Edmonton at the Rundle Park Family Recreation Centre on September 15th, 2019.

Together with our generous community supporters, we are working towards changing the future, today!

The 13th Annual Life Without Limits Challenge offers our supporters the opportunity to develop an association with an important cause and respected organization, engage with individuals in the disability community and their supports and enhance your community investment program.

We request your support because we believe that, as a business leader, you are invested in the inclusion of persons with disabilities, building a stronger community. Your support will not only recognize you as an invested community leader but will also enable the inclusion of persons with disabilities in every facet of society, from the web to the workplace, from the classroom to the community. This event contributes to building a stronger nonprofit sector in Alberta by reaching a broad and diverse audience and encouraging collaboration between the sectors of our society that benefit the whole community.

The Life Without Limits Challenge would not be possible without the support from our sponsors.

This year, we are pleased to announce several opportunities for sponsorship outlined in the attached page, with both marketing and promotional benefits. It is the support of organizations like yours that help make these events possible and help individuals with cerebral palsy and other disabilities live a Life Without Limits.

To inquire about supporting the 2019 Life Without Limits Challenge contact, **Joanne Dorn, Director of Development & Public Relations** at jdorn@cpalberta.com or **(403) 219-3603**. Go to our event website – www.lifewithoutlimits.ca - for more information.

Warm regards,



Joanne Dorn
Director of Development & Public Relations

CEREBRAL PALSY
ASSOCIATION IN ALBERTA



WWW.CPALBERTA.COM

PROVINCIAL SPONSORSHIP OPPORTUNITIES

PROVINCIAL PRESENTING SPONSOR - \$10,000 – CO-OP HOME HEALTH CARE

BRAND RECOGNITION

- Corporate name to be included on the title of the event.
- Right to use the “company presents the 2019 Life Without Limits Challenge” brand in your publications, websites, emails and mail outs
- Company listing on the donor insert distributed to all participants
- Recognized in event press release as the presenting sponsor
- Opportunity to set up a company display booth
- Opportunity to put company brochure, promo materials or distribute samples to participants
- Prominent placement of company banner/signage at event if provided
- Recognized in event press release
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

*First right of refusal as the annual presenting sponsor in sub-sequent years

GUEST BENEFITS

- 10 complimentary registrations (value \$1,000) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities
- Speaking opportunity during the event ceremonies

PROVINCIAL BIKE SPONSOR - \$6,000

BRAND RECOGNITION

- Company name recognition in bike parking area
- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Company listing on the donor insert distributed to all participants
- Opportunity to set up a company display booth
- Opportunity to put company brochure, promo materials or distribute samples to participants
- Prominent placement of company banner/signage at event if provided
- Recognized in event press release
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 8 complimentary registrations (value \$800) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage in bike parking area with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL T-SHIRT SPONSOR - \$4,000 – TAKEN BY IPSEN

BRAND RECOGNITION

- Company logo prominent on event t-shirts
- Opportunity to set up a company display booth
- Company listing on the donor insert distributed to all participants
- Prominent placement of company banner/signage at event if provided
- Opportunity to put company brochure, promo materials or distribute samples to participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 6 complimentary registrations (value \$600) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage on participants T-shirts with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL WATER SPONSOR - \$4,000 – TAKEN BY ABCRC

BRAND RECOGNITION

- Company logo prominent on water stations in both cities
- Opportunity to set up a company display booth
- Company listing on the donor insert distributed to all participants
- Prominent placement of company banner/signage at event if provided
- Opportunity to put company brochure, promo materials or distribute samples to participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 6 complimentary registrations (value \$600) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage on water provided to participants with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL WHEELCHAIR SPONSOR - \$3,000 – TAKEN BY PERMOBILE

BRAND RECOGNITION

- Company name to be included in the wheelchair area
- Opportunity to set up a company display booth
- Company listing on the donor insert distributed to all participants
- Opportunity to put company brochure, promo materials or distribute samples to participants
- Prominent placement of company banner/signage at event if provided
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 6 complimentary registrations (value \$600) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage in wheelchair area with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL RACE BAG SPONSOR - \$2,500

BRAND RECOGNITION

- Company logo on race bags
- Company listing on the donor insert distributed to all participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 4 complimentary registrations (value \$400) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage on participants race bags with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL PRIZE SPONSOR - \$2,000

BRAND RECOGNITION

- Company logo on incentive prizing – where possible
- Company listing on the donor insert distributed to all participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 4 complimentary registrations (value \$400) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage on incentive prizing with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL LUNCH SPONSOR - \$1,500 – TAKEN BY VALUE VILLAGE

BRAND RECOGNITION

- Company logo on signage in lunch area
- Company listing on the donor insert distributed to all participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 4 complimentary registrations (value \$400) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage in lunch area with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

PROVINCIAL VOLUNTEER SPONSOR - \$1,000 – TAKEN BY SYDNEY WELDING

BRAND RECOGNITION

- Company logo on volunteer name badges and t-shirts
- Complimentary registration for 4 people
- Company listing on the donor insert distributed to all participants
- Recognition in the CPAA annual report
- Recognition in the CPAA website, eJourneys e-newsletter, event eblasts, social media outlets: Facebook, Twitter, Instagram
- Company logo and link on the event website, lifewithoutlimits.ca

GUEST BENEFITS

- 4 complimentary registrations (value \$400) to both Calgary and Edmonton Life Without Limits Challenge, including prominent signage on volunteer name tags and t-shirts with company logo or family name.

EVENT ACKNOWLEDGMENT

- Company logo on marketing materials: rack cards, flyers, posters, event signage – where possible
- Special emcee thank you during the event in both cities

**Custom sponsorship packages can be arranged to fit your company needs/budget*

CHALLENGE 2019 SPONSORSHIP COMMITMENT FORM

- LIFE WITHOUT LIMITS CHALLENGE!**
PRESENTING SPONSOR - \$8,000
- LIFE WITHOUT LIMITS CHALLENGE!**
T-SHIRT SPONSOR - \$4,000
- LIFE WITHOUT LIMITS CHALLENGE!**
WHEELCHAIR SPONSOR - \$3,000
- LIFE WITHOUT LIMITS CHALLENGE!**
PRIZE SPONSOR - \$2,000
- LIFE WITHOUT LIMITS CHALLENGE!**
VOLUNTEER SPONSOR - \$1,000

- LIFE WITHOUT LIMITS CHALLENGE!**
BIKE SPONSOR - \$6,000
- LIFE WITHOUT LIMITS CHALLENGE!**
WATER SPONSOR - \$4,000
- LIFE WITHOUT LIMITS CHALLENGE!**
RACE BAG SPONSOR - \$2,500
- LIFE WITHOUT LIMITS CHALLENGE!**
LUNCH SPONSOR - \$1,500

I am unable to attend the event but would like to donate to the CPAA \$ _____
(Donations over \$10 are eligible for a tax receipt)

Company Name: _____

Contact First & Last Name: _____

Address: _____

City/Prov/Postal: _____

Phone: _____ Email: _____

Payment

- Please invoice
- Mailing a cheque – please make payable to the Cerebral Palsy Association in Alberta
- Credit Card Type (circle one): VISA MASTERCARD AMEX

Card Number: _____ Expiry: _____ CSC: _____

Contact First & Last Name: _____

Address: _____

City/Prov/Postal: _____

Phone: _____ Email: _____

Please return completed form to:

Sharon Francis: sfrancis@cpalberta.com or (403) 219-3604
Cerebral Palsy Association in Alberta 12001 44 St SE
Calgary, AB T2Z 4G9
Cerebral Palsy Association in Alberta Registered Charitable Number: 118848654RR0001