

Sponsorship Opportunities



Every cause has its champions. Will you be among those who helped beat lung cancer? The Bedford 5k to Beat Lung Cancer is a terrific way for your business to demonstrate and celebrate its participation in the battle against lung cancer – supporting lung cancer initiatives by the Canadian Cancer Society and standing side by side with the participants in this event. There are sponsorship levels to suit any business – and any can be customized to suit your needs. Please don't hesitate to contact our sponsorship team to discuss how we can creatively craft a customized sponsorship opportunity for your business.

Presenting - 1 available @ \$2000

- Title mention of company in all media, for example "The 2011 Acme Corporation Bedford 5k to Beat Lung Cancer" *
- Bedford 5k logo will be customized to include the presenting sponsor's logo in place of "fourth annual" for the year of the sponsorship *
- Logo on sponsor recognition panel of race kit brochure and on event website
- Full page, back cover of brochure (artwork not provided **)
- Start/Finish signage displayed (signage not provided)
- PA recognition at pre-start and post-finish event announcements
- Option to include materials in participant race kits (materials not provided)
- Invitation to check presentation ceremony with Canadian Cancer Society including photo opportunity

Platinum - 1 available @ \$900

- Logo on sponsor recognition panel of race kit brochure and on event website
- Full page, back cover of brochure (artwork not provided **)
- Start/Finish signage displayed (signage not provided)
- PA recognition at pre-start and post-finish event announcements
- Option to include materials in participant race kits (materials not provided)

Gold - 4 available @ \$400 each

- Logo on sponsor recognition panel of race kit brochure and on event website
- Half page ad in brochure (artwork not provided **)
- Start/Finish signage displayed (signage not provided)
- PA recognition at pre-start and post-finish event announcements
- Option to include materials in participant race kits (materials not provided)

Silver - 6 available @ \$200 each

- Logo on sponsor recognition panel of race kit brochure and on event website
- Quarter page ad in brochure (artwork not provided **)

Milestone Markers - approx. 50 available @ \$50 each

(see milestone marker program sheet for additional information)

- Logo on single way-finder sign along the route, labeled as "Milestone Sponsor" (wayfinders used at turns in route as well as kilometer markers)

Vital Statistics

Attendees:

320 registered attendees
approximately 200 spectators in attendance

Publicity:

Actively promoted to the local community with press releases, blogs, community newspaper articles and more
Event is part of Bedford Days and as such benefits from promotion of that week-long activity schedule, including flyer delivery to all homes in the Bedford area

Brochure Distribution:

Distribution of approx 500 in race kits with
another 500 available on race day for spectators
Format: 8.5x14 4-panel design

Ad sizes

Full page: 3.5 x 8.5 not incl. bleed
Half page: 3 x 3 7/8
Quarter page: 3 x 1 7/8

Booking Deadline: June 6

Artwork Deadline: June 13

For more information:

Jean St-Amand
QB Marketing
Event Director
902-830-1055
sponsor@bedford5k.com

* dependant on timing – we will put you on everything published from the point of sponsorship confirmation

** artwork prep services available for \$40.00/quarter page