



THE PROSTATE CENTRE

*Serving Vancouver Island
and the Gulf Islands*

Take a Step to Fight Prostate Cancer!
Father's Day, Sunday June 19, 2011
Royal Roads University

The Prostate Centre

The Prostate Centre, a self-supporting non-profit organization founded in 2000, sets the standard for easing the burden of prostate cancer by providing unbiased and understandable medical information, follow-up, psychological and peer counselling on prostate cancer and prostate health issues. The Centre emphasizes the importance of early detection and is dedicated to prevention and research of prostate cancer.

The Prostate Centre, serving Vancouver Island and the Gulf Islands, is unique in Canada with the services it provides. One in six men will be diagnosed with prostate cancer sometime in their lives, but with early detection, prostate cancer can be curable, with a 90 – 95% success rate. Since opening our doors in 2000, The Prostate Centre's small staff and a team of highly dedicated volunteers have helped thousands of men and their families.

The funding for The Prostate Centre has come from individuals, corporations, special events and entrepreneurial activity. We need the assistance of committed supporters who believe passionately about this cause as much as we do. **But we can't do it alone – we need your help.**

100% of the money donated to The Prostate Centre stays on Vancouver Island to support programs and services available to all men and their families.

We would be proud to add your name to our list of distinguished benefactors who support the work that we are doing in our community.

Event Information

The Safeway Father's Day Walk / Run for Prostate Cancer is a high profile **annual event** that takes place on Father's Day. The event raises much needed funds to support the Centre's services and programs. Additional benefits include:

- It reminds men to be proactive about their own health.
- It is an opportunity for people to connect with others who are experiencing the same fears to know they are not alone
- It provides education
- It is an opportunity for families to show support for survivors and honour the memory of friends and family members whose cancer was not caught in time.

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Participant Profile

Although participants span a wide range of ages, the core group consists of young families, often accompanied by a grandfather and/or grandmother. A large and loyal group of individuals, families, and corporate teams continue to attend each year.

2011 is the 13th year for the Father's Day Walk / Run for prostate cancer. Since its inception, it has grown to include over 650 participants and 100 volunteers annually, while raising an astounding \$611,000 for prostate cancer research and education. Our goals - for participants, sponsors and money raised - reflect our commitment to continue to grow the event. Our fundraising goal in 2011 is \$107,000. With your help, we can do it!

The event will feature an 8 K run/walk, a 3 K Family Fun Walk, an interactive Kids' Zone, lots of great food and prizes, live entertainment and more! The event encourages people to arrive early and stay late, giving our sponsors more opportunity to grab the attention of participants!

Safeway Father's Day Walk / Run for Prostate Cancer sponsorship provides the following key benefits:

- Promotional and naming rights
- Signage
- Guaranteed visibility on printed materials
- Speaking and recognition benefits
- Inclusion in media advertising
- Recognition throughout event year
- Display or booth opportunities
- Complimentary event registration

In return for your commitment to support The Prostate Centre and the Father's Day Walk / Run, we will work with your organization to ensure that you receive maximum exposure through a variety of communication channels such as traditional print and broadcast media and newer social media marketing. Because the Father's Day Walk / Run plays an integral role in the larger marketing strategy of The Prostate Centre, we would be proud to recognize your commitment, not only through Father's Day Walk / Run for Prostate Cancer promotions, but through additional promotional benefits and programs. Multi-year sponsorship opportunities are available for Presenting Sponsors.

Presenting Sponsor – \$10,000

Naming Rights

- The Event would be named the “Safeway Father’s Day Walk / Run for Prostate Cancer Presented by: *Sponsor Name*”.
- Corporate name & logo would be aligned with the event name & logo on all event promotions

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochures (10,000 printed)
- Logo on Event Posters (250 printed)
- Logo on Participant T-Shirts (800 printed)

Media Exposure

- Newspaper advertisements (pre event)
- Newspaper advertisements (post event)
- Broadcast advertisements

Event Signage

- Signage at Warm-up & Awards Ceremony
- Banners along Route

Website & Online Marketing

- Corporate logo and Active Link on the 2011 Event Website
- Corporate logo and Active Link on 4 monthly e-newsletters (2100 circulation)
- One Featured Sponsor story of your company in 1 e-newsletter (2100 circulation)
- Corporate logo and Active Link on Event Facebook page

Speaking and Recognition Opportunities

- Announcement at the Volunteer Training Session
- PA Announcements at Event
- Display of Corporate Tent or Inflatable at Start / Finish Line
- Corporate Mascot at Event
- Corporate / Business information included within participant packages (800)
- Product distribution at Event (if applicable)

Additional Benefits

- Registration fee waived for one corporate team (10 team members)
- Corporate logo in ReefKnot newsletter March & October (4000 circulation)



Gold Level Sponsor – \$7,500

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochures (10,000 printed)
- Logo on Event Posters (250 printed)
- Participant T-Shirts (800 printed)

Media Exposure

- Newspaper advertisements (pre event)
- Newspaper advertisements (post event)
- Broadcast advertisements

Event Signage

- Signage at Warm-up & Awards Ceremony

Website & Online Marketing

- Corporate logo and Active Link on the 2011 Event Website
- Corporate logo and active Link on 4 monthly e-newsletters (2100 circulation)
- One Featured Sponsor story of your company in 1 e-newsletter (2100 circulation)
- Corporate logo and Active Link on Event Facebook page

Speaking and Recognition Opportunities

- PA Announcement at Event
- Display of Corporate Tent or Inflatable at Start / Finish Line
- Corporate Mascot at Event
- Product distribution at Event (if applicable)

Additional Benefits

- Registration fee waived for one corporate team (10 team members)
- Corporate logo in ReefKnot newsletter March & October (4000 circulation)



Silver Level Sponsor – \$5,000

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochure (10,000 printed)
- Logo on Event Posters (250 printed)
- Participant T-Shirts (approximately 800 printed)

Media Exposure

- Newspaper advertisements (pre event)
- Newspaper advertisements (post event)

Event Signage

- Signage at Warm-up & Awards Ceremony

Website & Online Marketing

- Corporate logo and Active Link on the 2011 Event Website
- Corporate logo and Active Link on monthly 2 e-newsletters (circulation 2100)
- Listed as a sponsor with a brief company description in the monthly Featured Sponsor section of 1 e-newsletter (2100 circulation)
- Corporate logo and Active Link on Event Facebook page

Speaking and Recognition Opportunities

- PA Announcement at Event
- Product distribution at Event (if applicable)

Additional Benefits

- Registration fee waived for 5 event participants
- Corporate logo in ReefKnot newsletter October (4000 circulation)



Bronze Level Sponsor – \$2,500

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochure (10,000 printed)
- Logo on Event Posters (250 printed)
- Participant T-Shirts (800 printed)

Media Exposure

- Newspaper advertisements (pre event)
- Newspaper advertisements (post event)

Event Signage

- Event Signage at Warm-up & Awards Ceremony

Website & Online Marketing

- Corporate logo and Active Link on the 2011 Event Website
- Corporate logo and Active Link on 1 monthly e-newsletters (2100 circulation)
- Listed as a sponsor in the monthly Featured Sponsor sections of 1 e-newsletter (2100 circulation)
- Corporate logo and Active Link on Event Facebook page

Speaking and Recognition Opportunities

- PA Announcement at Event
- Product distribution at Event (if applicable)

Additional Benefits:

- Registration fee waived for 3 event participants
- Corporate logo in ReefKnot newsletter October (4000 circulation)



Community Level Sponsor - \$1,000

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochure (10,000 printed)

Media Exposure

- Recognition in our Post-Event Newspaper Advertisements

Event Signage

- Event Signage at Warm-up & Awards Ceremony

Website & Online Marketing

- Company name on the 2011 Event Website
- Listed as a sponsor in the monthly Featured Sponsor sections of 1 e-newsletter (2100 circulation)
- Corporate logo on Event Facebook page

Additional Benefits

- Registration fee waived for 1 event participant
- Corporate logo in ReefKnot newsletter October (4000 circulation)



Father's Day Walk / Run Sponsorship Opportunities 2011	Level				
	Presenting \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2500	Community \$1,000
Naming Rights:					
Event "Presented by"	*				
Sponsor logo & name aligned with event logo & name	*				
Logo Placement on Printed Race Material:					
Logo on event brochures (10,000)	*	*	*	*	*
Logo on event posters (250)	*	*	*	*	
Logo on participant T-shirts (800)	*	*	*	*	
Media Exposure:					
Newspaper advertisements (pre event)	*	*	*	*	
Newspaper advertisements (post event)	*	*	*	*	*
Broadcast advertisements	*	*			
Event Signage:					
Warm-up & Awards Ceremony	*	*	*	*	*
Banners along route	*				
Website & Online Marketing:					
Corporate logo and active link on event website	*	*	*	*	*
Corporate logo and active link in monthly e-newsletter (2100)	4	4	2	1	
A Featured Sponsor story in monthly e-newsletter (2100)	*	*			
Listed as Featured Sponsor with brief company description in monthly e-newsletter (2100)			*		
Listed as Feature Sponsor in monthly e-newsletter (2100)				*	*
Corporate logo and active link on event Facebook page	*	*	*	*	*
Speaking & Recognition Opportunities:					
Recognition at Volunteer Training Session	*				
PA Announcements at event	*	*	*	*	*
Display of corporate tent or inflatable at Start / Finish Line	*	*			
Corporate mascot at event	*				
Corporate information included in participant packages (800)	*				
Product distribution at Event (if applicable)	*	*	*	*	
Additional Benefits:					
Race registration (# of individuals)	10	10	5	3	1
Corporate logo in ReefKnot newsletter March & October (4000)	*	*			
Corporate logo in ReefKnot newsletter October (4000)			*	*	*



The Prostate Centre
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