



Take a Step to Fight Prostate Cancer! Father's Day, Sunday June 20, 2010 Royal Roads University

Who we are – 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 purposes include:

- 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 and know they are not alone
- Provides education
- 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.

2010 is the 12th year of the Father's Day Walk / Run for Prostate Cancer and since its inception, has grown to include over 650 participants, 100 volunteers, while raising an astounding **\$512,000** 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 2010 is \$110,000. 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 for top fundraisers, 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

We have additional sponsorship opportunities for those companies that would like to develop a multi-year partnership. We believe that by showing a commitment to support The Prostate Centre and the Father's Day Walk / Run for Prostate Cancer, you deserve the right to receive the biggest and best return on your investment. Because Do it for Dad plays an integral role in the larger marketing strategy for 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.



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Presenting Sponsor – \$10,000 (Available to two sponsors)

Naming Rights

- The Event would be named the Safeway Father's Day Walk / Run for Prostate Cancer presented by <Sponsor Name>.
- Corporate name would be aligned with the event logo for use in all event promotion, with sponsor name located directly beneath and in proportionate size to event name.

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochures (7,000 printed) & Posters
- Corporate Information available to Participants (approximately 700)
- Logo Participant T-Shirts (approximately 700)

Media Exposure

- Recognition in our Promotional Campaign including:
 - Newspaper & Broadcast Media Advertisements
 - All Pre-Event & Post-Event Newspaper Advertisements

Signage / Display Opportunities

- Event Signage at Warm-up & Awards Ceremony as well as banners along Route

Website Advertising

- Corporate logo and Active Link on the 2010 Event Website
- Corporate logo and Active Link on monthly e-newsletters
- One Featured Sponsor story of your company in e-newsletter
- Opportunity to promote company products/services on e-newsletter

Speaking and Recognition Opportunities

- Announcement at the Volunteer Training Session and PA Announcement at Event
- Display of Corporate Tent / Inflatable at Start / Finish Line / Corporate Mascot at Event
- Corporate / Business information included within participant packages

Further Benefits

- Registration fee waived for one corporate team



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Gold Level Sponsor – \$7,500

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochures (7,000 printed)
- Logo on Event Posters (number to be determined)
- Participant T-Shirts (approximately 700)

Media Exposure

- Recognition in our Promotional Campaign including:
 - Newspaper Advertisements
 - Broadcast Media Advertisements
 - All Post-Event Newspaper Advertisements

Signage / Display Opportunities

- Event Signage
- Signs placed on the stage – Warm-up & Awards Ceremony

Website Advertising

- Corporate logo and Active Link on the 2010 Event Website
- Corporate logo and active Link on monthly e-newsletters
- One Featured Sponsor story of your company in e-newsletter

Speaking and Recognition Opportunities

- PA Announcement at Event
- Display of Corporate Tent / Inflatable at Start / Finish Line

Further Benefits

- Registration fee waived for 5 event participants



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Silver Level Sponsor – \$5,000

Logo Placement on Printed Race Material

- Logo on Coloured Event Brochure (7,000 printed)
- Logo on Event Posters (number to be determined)
- Participant T-Shirts (approximately 700)

Media Exposure

- Recognition in our Promotional Campaign including:
 - Newspaper Advertisements
 - All Post-Event Newspaper Advertisements

Signage / Display Opportunities

- Event Signage

Website Advertising

- Corporate logo on the 2010 Event Website
- Corporate logo and Active Link on monthly e-newsletters
- Listed as a sponsor with a brief company description in one of the monthly Featured Sponsor sections of the e-newsletter

Speaking and Recognition Opportunities

PA Announcement at Event

Further Benefits

- Registration fee waived for 3 event participants



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Bronze Level Sponsor – \$2,500

Logo Placement on Printed Race Material

- Logo on Registration Form (7,000 printed)
- Participant T-Shirts (approximately 700)

Media Exposure

- Recognition in our Promotional Campaign including:
 - Newspaper Advertisements
 - All Post-Event Newspaper Advertisements

Signage / Display Opportunities

- Event Signage

Website Advertising

- Corporate logo on the 2010 Event Website
- Corporate logo and Active Link on monthly e-newsletters
- Listed as a sponsor one of the monthly Featured Sponsor sections of the e-newsletter

Speaking and Recognition Opportunities

- PA Announcement at Event

Complimentary Tickets and Merchandise

- Registration fee waived for 2 event participants



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Community Level Sponsor - \$1,000

Logo Placement on Printed Race Material

- Logo on Registration Form (7,000 printed)

Media Exposure

- Recognition in our Post-Event Newspaper Advertisements

Signage / Display Opportunities

- Event Signage

Website Advertising

- Company name on the 2010 Event Website
- Company name on e-newsletters

Speaking and Recognition Opportunities

- Product Distribution / Business Information at the Finish Line

Complimentary Tickets and Merchandise

- Registration fee waived for 1 event participant



The Prostate Centre
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