

SPONSOR
THE 35th EDITION
OF THE



Défi

35

Canderel

A COMMUNITY
COMBATTING
CANCER

Since 1989, Canderel has been at the forefront of the battle against cancer, rallying partners like you to contribute to groundbreaking research. Sponsor our **35th edition of the Défi Canderel** and be a vital part of our first-ever **Health and Wellness Festival**.

Our corporate sponsors enjoy an array of benefits, including joining our impressive list of companies who have funded our cause over the years, playing a pivotal role in supporting innovative cancer research. More benefits include, but are not limited to:

- **Obtaining visibility, brand awareness and media coverage**
- An **exclusive visit** of the beneficiary research centres
- Establishing **meaningful connections** within Montreal's business community
- Engaging in **lively team-building activities**

Join us in making a lasting impact on the **fight against cancer** by helping us reach our **2024 \$3 million fundraising goal**.

Help us reach
our goal of
\$3M



Thursday,
MAY 9TH
2024

McGill
University's
**Percival Molson
Memorial Stadium**

For more information,
contact:

Chantal Vadnais
514-238-3503
cvadnais@canderel.com

Raising funds for cancer research



INSTITUT
DU CANCER
DE MONTRÉAL

APPRIÉCIÉ AU
CRCHUM
CENTRE DE RECHERCHE
EN CANCER DE MONTRÉAL



McGill

Institut du cancer
Rosalind & Morris Goodman
Cancer Institute

deficanderel.com



Sponsorship Visibility and Benefits

	Title Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Teams
	Canderel	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000
Sponsorships available		3	5	10	15	unlimited

DIRECT IMPACT

Official visit to beneficiary centres and guided tour of laboratories

✓	✓	✓			
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EVENT



Opportunity to distribute promo pieces or giveaways

Activation opportunity**

Dedicated PA announcements*

Logo on sponsor board

Logo on jumbotron*

Name on jumbotron*

Event T-shirt

Number of participants

✓	✓	✓			
✓	✓	✓			
✓	✓	✓	✓		
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	
					✓
✓	✓	✓	✓	✓	✓
unlimited	50	40	30	20	10

COMMUNICATIONS

Mention of sponsorship in official event communications

Social media recognition*

Logo on event website

Name on event website

✓	✓	✓			
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	
					✓

* Varies depending on sponsorship level and availabilities

** Activation ideas: lounge area – charging station – water station – lunch naming rights – onsite branding – virtual goodie bag – your ideas are welcome

All sponsor activations are subject to approval. All sponsor activations are at the expense of the sponsor. In order to ensure effective site management, no changes to sponsorship agreements or activations may be made after March 29th, 2024.