



**SPONSOR**  
THE **36<sup>th</sup> EDITION**  
OF THE



**Défi**  
**Canderel**

**A COMMUNITY  
COMBATTING  
CANCER**

## Partner with Le Défi and Make an Impact!

Join us as a sponsor for the 36th edition of the Défi Canderel and become a driving force in the battle against cancer. Your support will drive groundbreaking research while aligning your company with an elite network of organizations committed to funding vital cancer initiatives.

As a sponsor, you'll unlock valuable opportunities, including:

- **Maximized brand visibility** through media coverage and onsite visibility
- **Exclusive access** to cutting-edge research centres
- **Strategic networking** with Montreal's top business leaders
- **Engaging team-building experiences** that make a difference

Help us push boundaries in the fight against cancer. Together, we can make a lasting impact.

## Double Your Impact: Rally Your Team to Fundraise!

Take your sponsorship further, empower your team to support a cause that matters!

Not only will this amplify your impact in the fight against cancer but also your brand all while providing a powerful team-building experience.

This is a unique opportunity for your company to demonstrate its commitment to a critical cause, fostering a sense of unity and purpose while making a real difference.

Every effort, every dollar raised, brings us closer to our goal.



Raising funds for cancer research



Institut du cancer  
Rosalind & Morris Goodman  
Cancer Institute

For more information, contact:  
Chantal Vadnais  
514-238-3503  
cvadnais@canderel.com

**deficanderel.com**

Charitable Registration Number: 700390214RR0001



# Sponsorship Visibility and Benefits

	Title Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Teams
	SOLD!	\$35,000 +	\$25,000	\$15,000	\$10,000	\$5,000
Sponsorships available	1	3	5	10	15	unlimited

## DIRECT IMPACT

Official visit to beneficiary centres and guided tour of laboratories

✓

✓

✓

## EVENT



Activation opportunity <sup>2</sup>

✓

✓

✓

Opportunity to distribute promo pieces or giveaways

✓

✓

✓

✓

Dedicated PA announcements <sup>1</sup>

✓

✓

✓

✓

Logo on sponsorboard

✓

✓

✓

✓

✓

Logo on jumbotron <sup>1</sup>

✓

✓

✓

✓

✓

Name on jumbotron <sup>1</sup>

✓

Receive an event t-shirt

✓

✓

✓

✓

✓

✓

Number of participants

50

40

30

20

10

## COMMUNICATIONS

Mention of sponsorship in official event communication <sup>1</sup>

✓

✓

✓

Social media recognition <sup>1</sup>

✓

✓

✓

✓

✓

✓

Logo on event website

✓

✓

✓

✓

✓

Name on event website

✓

<sup>1</sup>Varies depending on sponsorship level and availabilities

<sup>2</sup>All sponsor activations are subject to approval and are at the sponsor's expense.