

# 2026 DÉFI CANDEREL SPONSORSHIP PACKAGE

A Community  
Combating Cancer

June 11, 2026 | Esplanade PVM, Montreal

Join us for the 37th edition of Défi Canderel – a unique High Tech Rally experience supporting cancer research.

Since 1989, Défi Canderel has raised over \$31 million to fund groundbreaking discoveries. This year, your support will directly benefit two world-class institutions in Montreal: the Institut du cancer de Montréal and the Rosalind & Morris Goodman Cancer Institute.

As a sponsor, you'll gain valuable brand visibility, networking opportunities, and the chance to make a lasting impact in the fight against cancer.

[deficanderel.com](https://deficanderel.com)

For sponsorship opportunities, in-kind donations, or for more information, please contact:

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JUNE 11, 2026 - 11:00 AM | ESPLANADE PMV, MONTREAL

THANK YOU TO OUR  
VENUE SPONSOR



## Fundraising is at the heart of Défi Canderel

- Défi Canderel will create for you a **customizable fundraising page** to make giving easy, impactful and easily shareable on social networks.
- Boost your impact by **fundraising for a chance to win prizes**.
- Together, we can **make a difference** for cancer patients and their families.

**We are encouraging all teams to leverage their business and personal networks to raise an additional \$5,000.**

## PLATINUM SPONSOR - \$35,000

- Opportunity for verbal recognition during opening and closing ceremonies
- Includes three complimentary teams (6 participants per team)
- 23 lunch tickets (18 participants + 5 additional guests)
- Premier logo placement on all event signage, website, and printed materials
- Exclusive branding at one rally or cheer station during the HT Rally
- Branded video integrated into one rally challenge
- Dedicated social media post featuring logo and optional quote
- Logo featured on event website

## DIAMOND SPONSOR - \$25,000

- Includes two complimentary teams (8 participants per team)
- 20 lunch tickets (16 participants + 4 additional guests)
- Premier logo placement on all event signage, website, and printed materials
- Branding at one rally station or challenge during the HT Rally
- Verbal recognition during opening and closing ceremonies
- Dedicated/shared social media post featuring logo
- Logo featured on event website
- Custom branded rally question integrated into challenge

## GOLD SPONSOR - \$15,000

- Includes two complimentary teams (6 participants per team)
- 12 lunch tickets
- Logo featured on event signage and website
- Shared branding at rally challenge or cheer station
- Mention in event recap communications
- Logo included in shared social media Thank You post and recap

## SILVER SPONSOR - \$10,000

- Includes one complimentary team (8 participants)
- 8 lunch tickets
- Logo featured on event signage and website
- Recognition during event recap communications
- Logo included in shared social media Thank You post

## 36 YEARS OF IMPACT

1989

Défi Canderel is founded in Montreal with a mission to fund cancer research

1990s

Défi Canderel launches major fundraising event that unites corporate teams and community supporters in Montreal.

2000

Défi Canderel surpasses \$10 million raised for cancer research

2010

Défi Canderel evolves with new formats and expanded corporate engagement

2019

Celebrates over 30 years of commitment to cancer research

2024

Becomes a pan-Canadian initiative, supporting beneficiaries nationwide

2025

Total funds raised exceed \$31 million, fueling groundbreaking discoveries

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### MAIN STAGE SPONSOR - \$5,000

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- Logo featured prominently at the main stage
- High visibility during awards ceremony
- 10 lunch tickets included
- Recognition in online and printed materials
- Mention in post-event recap

### DJ SPONSOR - \$3,500

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- Logo near music station
- Recognition on event website
- Verbal mention during announcements

### HYDRATION SPONSOR - \$1,500

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- Branding on hydration stations and bottles\*
- Logo featured on event materials
- Dedicated social media post + recap mention

\*at the expense of the sponsor

### LUNCH SPONSOR - \$5,000

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- Logo displayed in dining area
- 10 lunch tickets included
- Verbal mention during awards ceremony
- Recognition in recap post

### SNACK PARTNER - \$1,500

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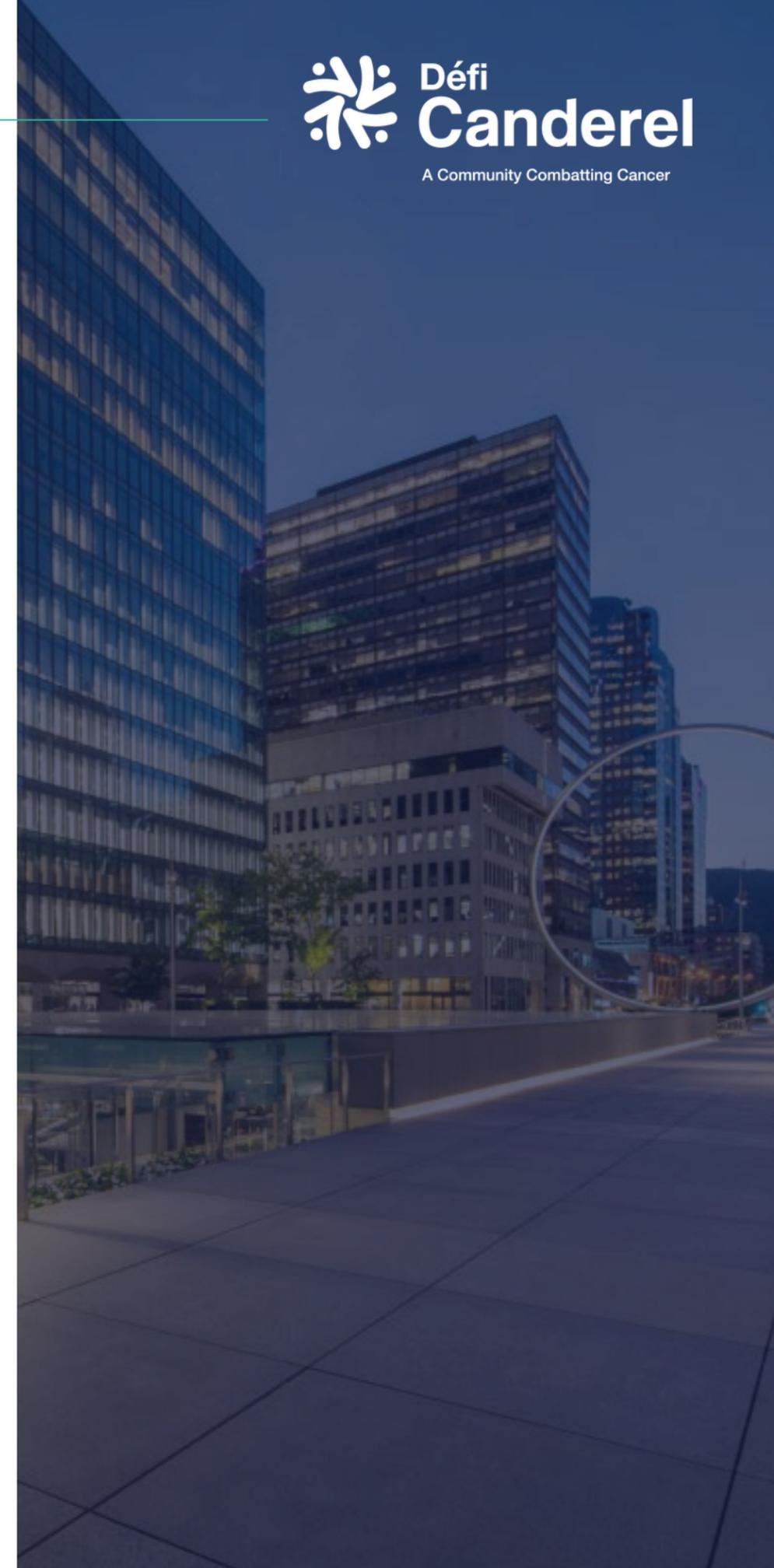
- Logo displayed at snack stations
- Recognition in online and printed materials
- Mention in recap post

### INDIVIDUAL LUNCH TICKETS - \$150

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- Access to lunch and awards ceremony
- Ideal for guests, supporters, or extra team members

**Ready to elevate your brand? Secure your sponsorship today. **



## TEAM REGISTRATION - \$5,000

- Includes one team (6 participants)
- 6 lunch tickets
- Team name listed on event materials (no logo)
- Participation in awards ceremony
- Team name featured on event website
- Included in “Teams Participating” social media post

### Join the Challenge!

Be part of Montreal’s most exciting High Tech Rally experience. **Register your team** and enjoy a full day of adventure, friendly competition, and community spirit...all while supporting cancer research. Your team will navigate interactive challenges, earn points, and celebrate together at the awards ceremony. **Boost your impact by fundraising for a chance to win our grand prize and earn bonus points for past participation!**

### Fundraising is at the heart of Défi Canderel

- Défi Canderel will create for you a customizable fundraising page to make giving easy, impactful and easily shareable on social networks.
- Boost your impact by fundraising your chance to win prizes.
- Earn **bonus points** for your team’s fundraising history in past editions.
- We are encouraging all teams to leverage their business and personal networks to **raise an additional \$5,000.**
- Together, we can **make a difference** for cancer patients and their families.

Ready to make an impact? Register & Start Fundraising 



## OUR BENEFICIARIES: DRIVING CANCER RESEARCH IN MONTREAL

Since 1989, Défi Canderel has united communities and organizations to fund groundbreaking cancer research. For the Montreal edition, your support directly benefits two world-class institutions leading the fight against cancer.



**INSTITUT  
DU CANCER  
DE MONTRÉAL**

AFFILIÉ AU  
**CRCHUM**  
CENTRE DE RECHERCHE

- Advances cutting-edge treatments and clinical research for patients in Quebec.
- Specializes in translational research bridging lab discoveries to patient care.



**Institut du cancer  
Rosalind & Morris Goodman  
Cancer Institute.**

- Internationally recognized for pioneering cancer research and training the next generation of scientists.
- Focus areas: molecular oncology, immunotherapy, and personalized medicine.

**Your sponsorship helps accelerate discoveries, improve treatments, and bring hope to thousands of patients and families in Quebec.**



# Défi Canderel 37th Edition

June 11, 2026 at Esplanade PMV

A Community Combatting Cancer

Defi Canderel has raised over \$31 million for cancer research, uniting Montreal's business community in the fight for a cure. This year, we're relaunching a city-wide team adventure, an interactive, high energy experience that blends teamwork, technology, and friendly competition. Your support powers innovation research and keeps Montreal at the forefront of cancer.

SPONSORSHIP TIERS	PLATINUM \$35,000	DIAMOND \$25,000	GOLD \$15,000	SILVER \$10,000	TEAM REGISTRATION \$5,000
 Participants	<ul style="list-style-type: none"> <li>18 (3 teams of 6)</li> <li>23 lunch tickets (18 + 5 extra)</li> </ul>	<ul style="list-style-type: none"> <li>16 (2 teams of 8)</li> <li>20 lunch tickets (16 + 4 extra)</li> </ul>	<ul style="list-style-type: none"> <li>12 (2 teams of 6)</li> <li>12 lunch tickets</li> </ul>	<ul style="list-style-type: none"> <li>8 (1 team of 8)</li> <li>8 lunch tickets</li> </ul>	<ul style="list-style-type: none"> <li>6 (1 team of 6)</li> <li>6 lunch tickets</li> </ul>
 Visibility	<ul style="list-style-type: none"> <li>Premier logo placement on all event signage, website and printed materials</li> </ul>	<ul style="list-style-type: none"> <li>Premier logo placement on all event signage, website and printed materials</li> </ul>	<ul style="list-style-type: none"> <li>Logo on event signage and website</li> </ul>	<ul style="list-style-type: none"> <li>Logo on event signage and website</li> </ul>	<ul style="list-style-type: none"> <li>Team name listed</li> </ul>
 Activation	<ul style="list-style-type: none"> <li>Exclusive branding at one rally or cheer station</li> <li>Team Participation</li> </ul>	<ul style="list-style-type: none"> <li>Branding at one rally or challenge</li> <li>Team Participation</li> </ul>	<ul style="list-style-type: none"> <li>Shared branding at rally challenge or cheer station</li> <li>Team Participation</li> </ul>	<ul style="list-style-type: none"> <li>Recognition only</li> <li>Team Participation</li> </ul>	<ul style="list-style-type: none"> <li>Team Participation</li> </ul>
 Recognition	<ul style="list-style-type: none"> <li>Verbal recognition during opening and closing ceremonies</li> </ul>	<ul style="list-style-type: none"> <li>Verbal recognition during ceremonies</li> </ul>	<ul style="list-style-type: none"> <li>Mention in event recap</li> </ul>	<ul style="list-style-type: none"> <li>Mention in event recap</li> </ul>	<ul style="list-style-type: none"> <li>Participation in awards ceremony</li> </ul>
 Digital Presence	<ul style="list-style-type: none"> <li>Social Media: Dedicated post with logo and optional quote</li> <li>Website: Logo featured</li> </ul>	<ul style="list-style-type: none"> <li>Social Media: Dedicated/shared post</li> <li>Website: Logo featured</li> </ul>	<ul style="list-style-type: none"> <li>Social Media: Logo in shared Thank You post and recap</li> <li>Website: Logo featured</li> </ul>	<ul style="list-style-type: none"> <li>Social Media: Shared Thank You Post</li> <li>Website: Logo featured</li> </ul>	<ul style="list-style-type: none"> <li>Social Media: Teams Participating Post</li> <li>Website: Team name only</li> </ul>
 Custom	<ul style="list-style-type: none"> <li>Branded video integrated into rally challenge</li> </ul>	<ul style="list-style-type: none"> <li>Branded rally question</li> </ul>			

## ADDITIONAL SPONSORSHIPS

Funds raised toward your ticket/sponsorship are applied first; remaining balance invoiced.

 MAIN STAGE \$5,000	 LUNCH SPONSOR \$5,000	 DJ SPONSOR \$3,500	 SNACK SPONSOR \$1,500	 HYDRATION SPONSOR \$1,500	 INDIVIDUAL LUNCH TICKET \$150
<ul style="list-style-type: none"> <li>Logo at stage</li> <li>10 Lunch tickets</li> <li>High visibility during awards</li> <li>Recognition online and printed</li> <li>Mention in recap</li> </ul>	<ul style="list-style-type: none"> <li>Logo at dining area</li> <li>10 Lunch tickets</li> <li>Verbal recognition during awards</li> <li>Recognition online and printed</li> <li>Mention in recap</li> </ul>	<ul style="list-style-type: none"> <li>Logo near music station</li> <li>Verbal recognition during announcements</li> <li>Recognition online and printed</li> <li>Mention in recap</li> </ul>	<ul style="list-style-type: none"> <li>Logo at snack stations</li> <li>Recognition online and printed</li> <li>Mention in recap</li> </ul>	<ul style="list-style-type: none"> <li>Logo near hydration stations</li> <li>Branding on bottles*</li> <li>Recognition online and printed</li> <li>Mention in recap</li> </ul>	<ul style="list-style-type: none"> <li>Access to lunch and awards ceremony</li> <li>Ideal for guests, supporters, extra team members</li> </ul>
				* at the expense of the sponsor	

Charitable Registration Number: 700390214RR0001. A portion of the sponsorship, depending on the level and payment, can be partially tax receipted, please ask us for information.

For more information, contact:

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**BECOME A SPONSOR TODAY**  
Contact us or visit [www.defi@canderel.com](http://www.defi@canderel.com)

