



2026 TORONTO SPONSORSHIP PACKAGE

A Community Combatting Cancer

September 17, 2026
The Jar Pickleball Club
Toronto, ON

Canderel Challenge Toronto brings together the city's business community for a high-energy pickleball tournament in support of life-saving cancer research at SickKids Foundation.

Since 1989, the Défi Canderel Challenge has raised over \$31 million to fund groundbreaking discoveries.

Now a growing pan-Canadian initiative, it connects communities nationwide to accelerate discovery and drive meaningful impact.

In Toronto, your support directly benefits SickKids, advancing pediatric cancer research and improving outcomes for children and families.

As a sponsor, you'll gain valuable brand visibility, engage directly with Toronto's business community, and align your organization with one of Canada's leading cancer research initiatives.

Toronto Challenge: Pickleball Classic

For sponsorship opportunities, please contact:

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2026 SPONSORSHIP OPPORTUNITIES

SEPTEMBER 17, 2026 - 1:00 PM | UNIT 5, 900 CALEDONIA RD, TORONTO

THANK YOU TO
OUR HOST VENUE



THE EVENT: We're doing things differently this year.

A fresh, high-energy format bringing together competition, networking, and a premium event experience for Toronto's business community.

- 4 guaranteed games per team
- Round-robin tournament format
- On-site networking and brand activations
- Cocktail hour and awards ceremony
- Curated teams from across Toronto's business community

TITLE SPONSOR - \$15,000 (1 available)

- Co-branding across all event marketing alongside Canderel Challenge and SickKids Foundation
- Dominant logo placement across signage, communications, and digital platforms
- Premium on-site visibility throughout the tournament and event space
- Naming rights across key elements of the event experience
- Recognition during opening remarks, programming, and awards ceremony
- Featured inclusion across social media, digital promotion, and post-event recap
- **4 team registrations included (8 players total)**

Best suited for organizations looking to lead the room and align their brand with one of Toronto's most impactful cancer research fundraising initiatives.



GOLD SPONSOR - \$10,000

Anchor your brand to one of the event's most visible, high-traffic areas.

- Naming rights to a premium event asset (court, lounge, or bar)
- Prominent on-site signage and brand visibility
- Logo placement across event marketing and communications
- Website recognition as a leading event partner
- Brand presence throughout tournament and awards ceremony
- **2 team registrations included (4 players total)**

Best suited for organizations aiming to lead with a high-impact, highly visible presence at the event, including capital partners, service providers, and major corporate players.

SILVER SPONSOR - \$7,500

A meaningful brand presence tied to key moments of the event experience.

- Naming rights to a program or activation (photobooth, awards, photographer, etc.)
- On-site signage tied to your sponsored element
- Logo placement across event materials and communications
- Website recognition and social media acknowledgement
- Brand visibility during event programming and awards
- **1 team registration included (2 players)**

Best suited for organizations seeking a meaningful, well-placed brand moment within the event, including mid-sized firms, partners, and first-time sponsors building visibility.



BRONZE SPONSOR - \$5,000

A simple and effective entry point into the event, offering brand visibility and participation alongside Toronto's business community.

- Logo placement across event materials and communications
- Logo featured on event website
- Social media recognition
- On-site signage presence
- **1 team registration included (2 players)**

Best suited for first-time sponsors, smaller firms, and organizations looking to be part of the event while building visibility within the community.

TEAM REGISTRATION - \$1,500 (30 available)

A simple, high-value way to participate, engage your team or clients, and be part of the event experience.

- 2 players per team
- 4 guaranteed games (round-robin + playoffs)
- All equipment included (paddles, balls, court time)
- Food, drinks, and cocktail reception included
- Access to networking and awards ceremony
- No experience required, beginner-friendly with learning courts available.

Best suited for organizations not yet ready for a sponsorship, or those looking to participate in the event while building relationships and visibility within the community.

Ready to elevate your brand? Secure your sponsorship today.



IN SUPPORT OF
SickKids VS

ABOUT THE FOUNDATION

SickKids Foundation supports The Hospital for Sick Children, one of the world's leading pediatric healthcare and research institutions.

Funds raised through Canderel Challenge Toronto help advance critical cancer research, accelerate innovation, and improve outcomes for children and families across Canada.

DRIVING IMPACT

Support from donors help SickKids:

- Advance life-saving pediatric cancer research
- Develop more personalized and targeted treatments
- Accelerate discoveries from research to patient care
- Improve outcomes for children and families

Your support helps accelerate discoveries, improve treatments, and bring hope to children and families facing cancer.

