

SPONSORSHIP OPPORTUNITIES



THE FATHER'S DAY
**WALK
RUN**
FOR PROSTATE CANCER
www.thefathersdayrun.ca

Proudly presented by



Prostate
Cancer
Foundation BC

ABOUT US - SINCE 1997

Prostate Cancer Foundation BC operates with a small staff and hundreds of wonderful volunteers. We are the only organization in Canada to provide support services, research grants to young scientists, and educational and awareness campaigns to prostate cancer patients and their families. All this is done without government funding. Therefore, you can rest assured that every dollar we raise is going to where it matters the most.

ABOUT THE EVENT

24th Annual Father's Day Walk / Run
June 20th, 2022

This family fun walk/run is our signature event, and our largest annual fundraiser. We are thrilled to have different options for people to participate. There will be two in-person locations in BC, as well as our virtual event so you can participate from anywhere in Canada

Burnaby | Kamloops | Virtually

Last year, in a completely virtual environment we were able to proudly raise over \$225,000 and have representation from across the country!



WHY WE NEED YOUR HELP?

Your sponsorship allows us to continue to provide much needed resources for men and their families across the country. A lifeline of hope and help, when men need it the most.

Prostate cancer is the **number one** cancer in Canadian men and the **second** leading cause of cancer deaths



Even once prostate cancer is in remission, many patients experience lingering side effects and impacts on their quality of life from their treatment. Our support groups offer more than just a listening and learning environment, but they offer a lifeline.

COMMON SIDE EFFECTS OF TREATMENT

- erectile dysfunction
- urinary dysfunction
- mental health issues

WHERE DOES YOUR SUPPORT GO?

Funds for The Father's Day Walk Run come from registration fees, pledges, and **your sponsorship.**

With these funds we can provide **education, support** for those diagnosed, and **funding** for critical research.

Some of our Programs and Services Offered:

Research
Grants

Support
Groups
In-person/
Virtually

Education
Campaigns

Webinars

Clinical
Trials

Mentoring

<https://prostatecancersupport.ca/resources/>

To date PCFBC has provided
\$2,025,742 for research grants
\$175.000 in 2021
to **5** grant recipients.

A SPONSORSHIP TAILORED FOR YOU

Sponsoring the Father's Day Walk Run is more than just having your logo on our website; sponsors become part of a great community that consists of thousands of attendees, volunteers and supporters, while also offering brand exposure leading up to, during, and following the event through marketing and advertising.

POTENTIAL OPPORTUNITIES

- Naming Rights
- Complementary Team Registration
- Social Media Promotion
- Logo on Website and Print Materials
- On-site Booth
- Category Exclusivity
- Email Blasts to over 10,000
- & More



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Let's get started today.

Contact Nicole nicole@prostatecancerbc.ca or by phone 604-574-8000