

**25th Anniversary**

**THE FATHER'S DAY**

**WALK**

**RUN**

**FOR PROSTATE CANCER**

**Sunday June 18th, 2023**

**SPONSORSHIP  
OPPORTUNITIES**

# 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. You can rest assured that every dollar we raise is going to where it matters the most.

## ABOUT THE EVENT

### 25TH ANNUAL FATHER'S DAY WALK / RUN JUNE 18TH, 2023

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 this year. 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

This year, was our first year returning with in-person and virtual, we were able to proudly raise over **\$262,000** 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. We aim to always be 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; 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 your help, we can continue to provide education, support for men with prostate cancer and their loved ones, and funding for innovative research.

## SOME OF THE PROGRAMS AND SERVICES WE OFFER:

Research  
Grants

Support Groups:  
In-person / Online

Education & Awareness  
Campaigns

Webinars &  
Information Sessions

One-on-one  
Mentoring

**All of this and more at [prostatecancersupport.ca](https://prostatecancersupport.ca)**

**To date, PCFBC has provided \$2,680,000 for research grants. This included \$285,000 in 2022 which was allocated to 6 grant recipients as well as \$250,000 to BC Cancer Foundation for a PSMA PET Scan Capital Campaign.**



# 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!**



**Prostate Cancer  
Foundation BC**

Prostate Cancer Foundation BC  
#4 17918 55th Avenue Surrey, BC V3S 6C8

**Let's get started today.**

**Contact Nicole at [nicole@prostatecancerbc.ca](mailto:nicole@prostatecancerbc.ca) or by phone 604-574-8000**

# WE ARE HERE FOR YOU

Whether we can work together on a sponsorship or not, we offer many free services that you and your staff can utilize.



## REEF KNOT KIT INFORMATION PACKAGES

The more men know about their prostate cancer, the better able they are to make informed decisions. Our free kits take men and their families from deciding on treatments to living with cancer for decades to come.

## ONLINE VIDEOS & WEBINARS

All of our webinars are recorded and available online - from improving quality of life with prostate cancer to promising research updates.

## ONE ON ONE PEER SUPPORT

Men aren't always ready for a support group. We connect people with peer navigators who can share about their journey or help with finding resources.

## SUPPORT GROUPS

An incredibly powerful, research-backed way to gain a sense of empowerment over a man's diagnosis and living with prostate cancer.

### LOCAL

More than 60 local support groups across Canada can be accessed through our support initiative, Prostate Cancer Support Canada.



### NATIONWIDE

#### Coast to Coast:

A nationwide group that welcomes patients from across Canada, features renowned experts, and an opportunity for Q&A.

#### Partners in Prostate:

A group just for partners of prostate cancer patients.

#### Active Surveillance:

A group just for patients going through Active Surveillance treatment.

#### Advanced Prostate Cancer:

A group just for patients with metastatic, recurrent, or advanced prostate cancer.