

**THE FATHER'S DAY**  
**WALK**  
**RUN**  
**FOR PROSTATE CANCER**

**Sunday June 16th, 2024**

**SPONSORSHIP**  
**OPPORTUNITIES**

# ABOUT US: SINCE 1997

Prostate Cancer Foundation Canada 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

### 26TH ANNUAL FATHER'S DAY WALK / RUN JUNE 16TH, 2024

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 was our second year returning with in-person and virtual, and we were able to proudly raise over **\$234,000,000** which included 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 [prostatecanada.ca](http://prostatecanada.ca)

To date, PCFC has provide has providedd **\$2,920,742** for research grants.  
This included **\$200,000** in 2023 which was allocated 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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**Prostate Cancer  
Foundation Canada**  
prostatecanada.ca

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

**Let's get started today.**

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

# A SPONSORSHIP FOR YOU

	<b>Bronze</b> \$7500	<b>Silver</b> \$15000	<b>Gold</b> \$25000	<b>Platinum</b> \$50000
Naming Rights (stage, registration, food)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Category Exclusivity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Representative to start the 10km run	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Article in Monthly Newsletter	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On-site Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complementary Team Registration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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# 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 website.

### 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.

#### GBTQ:

A group to meet the unique needs of GBTQ prostate cancer patients.

#### Butts in Motion:

A patient-led initiative to help improve the survival, and quality of life through support, fitness, and camaraderie.