



Sponsorship Package | June 2024

About Life Cycle

Life Cycle is a virtual cycling event in support of the Alberta Children's Hospital Foundation and the Stollery Children's Hospital Foundation. Taking place throughout June 2024, families and cyclists will ride towards their personal fundraising and distance goals as they make a difference for kids across Alberta.

Participants can ride on their own or in a group – on city streets or country roads, head to a spin studio or jump on a Peloton – everyone can participate in their own way, at their own pace!



We are happy to customize opportunities whenever possible and would welcome a conversation to determine the best fit for you. Thank you in advance for your interest, and for your support in giving all kids and their families the best health care and best future possible.



lifecycle

Event Audience

- Participants from all across Alberta – small towns, big cities, and everything in-between!
- A mix of avid and amateur cyclists; corporate groups and families



Funds raised through Life Cycle provide support to the Child Life teams at both Hospitals.

Child Life specialists provide vital care to the ill and injured kids in our communities as they:

- Work with children and families to alleviate stress & anxiety during their stay at the hospital
- Provide kids with age-appropriate preparation for medical procedures, pain management and offer coping strategies
- Ensure social stimulation, distraction from difficult treatments or procedures and entertainment during lengthy hospital stays
- Incorporate art, music, horticulture and pet therapies and help build self-esteem and creativity
- Create engaging opportunities for physical, mental, emotional and spiritual healing



Presenting Sponsor - \$50,000

One opportunity available

Bring the event to life and be the key partner in enhancing the participant experience! This is a great opportunity to showcase your community support across the province during the registration period as well as throughout the month-long event. You'll be recognized on all event materials and have the opportunity to participate in an in-person kick-off event!

- Recognition as Presenting Sponsor on all printed and digital marketing and promotional material
- Team package of VIP registrations including complimentary and discounted entries (50% discount)
- Logo recognition on the Life Cycle website and the event page of both Foundation's websites
- Logo recognition on event swag items
- Logo recognition on event emails to Life Cycle participants
- Tagged posts on Foundations and Life Cycle social media channels
- Volunteer and activation opportunities
- Recognition in Foundation e-blasts/newsletters
- Recognition on Hospital signage and reports
- Opportunity to provide approved promotional items for VIP packages
- Opportunity to provide a video to encourage participants to reach their goals

SOLD OUT!



Premium Sponsor - \$30,000

One opportunity available

Help keep Life Cycle participants motivated as they train and ride to help kids across the province! Your sponsorship can act as a match and inspire everyone across the province to smash their fundraising goals OR you can help provide training resources to keep everyone safe on their ride!

- Team package of VIP registrations including complimentary and discounted entries (50% discount)
- Logo recognition on the Life Cycle website and the event page of both Foundation's websites
- Logo recognition on event swag items
- Logo recognition on event emails to Life Cycle participants
- Tagged posts on Foundations and Life Cycle social media channels
- Recognition in Foundation's e-blasts/newsletters
- Recognition on Hospital signage and reports
- Opportunity to provide approved promotional items for VIP packages
- Recognition as matching sponsor OR recognition on training material



Community Sponsor - \$10,000

One opportunity available

Help encourage participants to sign up for the third annual Life Cycle! Participants that register with your special code will automatically get a donation on their fundraising page made in your company's name.

- Team package of VIP registrations including complimentary and discounted entries (50% discount)
- Company name included in the registration code
- Positioned as an incentive sponsor during a specified promotion period (up to \$10,000)
- Logo recognition on the Life Cycle website and the event page of both Foundation's websites
- Logo recognition on event emails to Life Cycle participants
- Tagged post on Foundations and Life Cycle's social media channels
- Recognition on Hospital signage and reports
- Opportunity to provide approved promotional items for VIP packages

SOLD OUT!



Challenge Sponsor - \$10,000

Two opportunities available

This sponsorship gives you recognition during a specified promotional period either leading up to or during Life Cycle. Your company's contest will help motivate participants and teams to reach their goals (largest team, most donors, fastest growing team, most money raised in a week etc). Your company name will be used in multiple marketing materials throughout the specified promotional period to help motivate participants and teams, and you'll have the opportunity to provide a prize for the winner(s).

- Team package of VIP registrations including complimentary and discounted entries (50% discount)
- Positioned as a special challenge sponsor during a specified promotional period, with prizes for the winner(s)
- Logo recognition on the Life Cycle website and the event page of both Foundation's websites
- Logo recognition on event emails to Life Cycle participants
- Tagged post on Foundations and Life Cycle's social media channels
- Recognition on Hospital signage and reports
- Opportunity to provide approved promotional items for VIP packages



Impact Sponsor - \$5,000

Five opportunities available

Bring the event to life and be the key partner in enhancing the participant experience! This is a great opportunity to showcase your community support across the province during the registration period as well as throughout the month-long event. You'll be recognized on all event materials and have the opportunity to participate in an in-person kick-off event!

- Team package of VIP registrations including complimentary and discounted entries (50% discount)
- Logo recognition on the Life Cycle website and the event page of both Foundation's websites
- Logo recognition on event emails to Life Cycle participants
- Recognition on the Life Cycle social media channels
- Recognition in Foundation reports
- Opportunity to provide approved promotional items for VIP packages





Thank You!

We look forward to working with you to create a month of fun and inspiration in support of kids!

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**All recognition is subject to publication and production deadlines*