



Do **YOU** like a challenge (or ten of them)? Do **YOU** enjoy working as a team to solve a puzzle or challenge? Would **YOU** like to do all this **AND** help hundreds of people living with cancer? Then, we are pleased to personally invite you to participate and support the West Island Cancer Wellness Centre's **1<sup>ST</sup> ANNUAL "CHALLENGE OF THE BRAVE"** new signature fundraiser. Styled after the "Amazing Race", this event will have **teams of 4 participating in 10 challenges at different locations in the West Island**. Each BRAVE team will have the chance to fundraise for the WICWC prior to the race while becoming BRAVER for the day's challenges.

### **1<sup>ST</sup> ANNUAL CHALLENGE OF THE BRAVE**

Saturday, May 2<sup>nd</sup>, 2020 starting at 9 am

**Start & Finish location:** Park des Bénévoles, 18180 Elkas, Kirkland

**Benefitting the** West Island Cancer Wellness Centre

#### **TEAM CHALLENGE #1: REGISTER YOUR TEAM!**

Limited space available! Go to [wicwc.org](http://wicwc.org) (Events page) for all the details and to register your team today!

#### **TEAM CHALLENGE #2: BECOME AN EVENT PARTNER!**

Become a partner and benefit from the outstanding visibility offered. The attached documents outline the various partnership opportunities available as well as the opportunity to donate gifts for our raffle.

For more information, please contact Lisa St-Jacques at 514 695-9355 or [lisa@wicwc.org](mailto:lisa@wicwc.org).

We can't wait to see you at the Start Line on May 2<sup>nd</sup>!

Lisa St-Jacques

Fundraising Events Coordinator

#### **About the West Island Cancer Wellness Centre**

The West Island Cancer Wellness Centre (WICWC) is a registered charity dedicated to offering compassionate care and support to anyone experiencing cancer - either having it themselves or supporting someone with cancer. All our programs are created to support and complement traditional medical practices and are FREE thanks to the Centre's fundraising events, community fundraisers and the generosity of our donors.

#### **EVENT ORGANIZING COMMITTEE**

**Barbara Trueman-Grant**, Friend of the Centre, **Kim Cunningham**, Friend of the Centre,  
**Domenico Zito**, Kirkland Councilor **Kristy Pealow**, E-SMART Control,  
**Maureen Testa**, Expedia Centre de Croisières, **Natasha Gould**, Osler, Hoskin & Harcourt LLP,  
**Serge Mareshlian**, Friend of the Centre, **Shelley Lafford**, Friend of the Centre,  
**Tony Zinno**, Zinno Zappitelli Architects



# PARTNERSHIP LEVELS

Reserve **NOW** to maximize your visibility! There are several ways you can give

## THE "OUTLAST" PARTNER – \$10 000

- Two (2) complimentary teams of 4 participants
- Two (2) minute speech at the Start and Finish of the Race
- Logo prominently displayed throughout the Event
- Logo on the front cover of the official handout given to ALL players
- Logo prominently displayed on branded product(s) given to each player
- Logo prominently displayed in the advertisement campaign, website and ALL our social media platforms
- Logo displayed at the Start/Finish, Registration and 10 Pit-Stops
- Recognition during the event, via social media & press release pre & post event

## THE "OUTWIT" PARTNER – \$5 000

- One (1) complimentary team of 4 participants
- Logo prominently displayed throughout the Event
- Logo on the back cover of the official handout given to ALL players
- Logo prominently displayed on branded product(s) given to each player
- Logo prominently displayed in the advertisement campaign, website and ALL our social media platforms
- Logo displayed at the Start/Finish, Registration and 10 Pit-Stops
- Recognition during the event, via social media & press release pre & post event

## THE "OUTPLAY" PARTNER – \$3 000

- Logo prominently displayed throughout the Event
- Logo on the official handout given to ALL players
- Logo prominently displayed on branded product(s) given to each player
- Logo prominently displayed in the advertisement campaign, website and ALL our social media platforms
- Logo displayed at the Start/Finish, Registration and 10 Pit-Stops

## VOLUNTEER PARTNER – \$1 000

- Logo displayed on the Name Tags given to ALL volunteers
- Logo on the official handout given to ALL players
- Logo displayed on website

## PIT-STOP PARTNER – \$500

- Logo AT ONE (1) Pit-Stop
- Logo displayed on website





West Island Cancer Wellness Centre

# CHALLENGE OF THE BRAVE

## REGISTRATION FORM

Saturday, May 2<sup>nd</sup>, 2020

Park des Bénévoles - Kirkland

### PARTNERSHIPS

OUTLAST \$10 000 \_\_\_\_\_ OUTWIT \$5 000 \_\_\_\_\_ OUTPLAY \$3 000 \_\_\_\_\_

VOLUNTEER \$1 000 \_\_\_\_\_ PIT-STOP \$500 \_\_\_\_\_

See sponsorship levels for details

### TEAM - \$25 REGISTRATION FEE

Participant Name: \_\_\_\_\_ email \_\_\_\_\_

Participant Name: \_\_\_\_\_ email \_\_\_\_\_

Participant Name: \_\_\_\_\_ email \_\_\_\_\_

Participant Name: \_\_\_\_\_ email \_\_\_\_\_

### DONATION

### GIFT IN KIND - (Raffle Prize)

Please accept my/our donation of \$ \_\_\_\_\_ in Value \$ \_\_\_\_\_  
 support of the WICWC. (Charitable Donation Receipt) Description \_\_\_\_\_

Enclosed is a cheque for \$ \_\_\_\_\_ payable to: West Island Cancer Wellness Centre or WICWC  
 OR Please charge \$ \_\_\_\_\_ to my:  Visa  MasterCard  American Express  
 Personal Credit Card  Business Credit Card

**\*\*\*This information will be used for acknowledgements and/or tax receipt purposes: Please specify personal or business card to issue a tax receipt (if applicable)**

Card no: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Company (business credit card): \_\_\_\_\_

Donor (personal credit card): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

In lieu of income tax receipts, Partners will receive a sponsorship letter, 100% deductible from their advertising and promotion budget.

**Note: Please complete and return this form by Monday, April 20th, 2020**

WICWC, 115, rue Du Barry, Kirkland, H9H 0C4

For further information, please contact Lisa St-Jacques at 514 695 9355 or by email: [lisa@wicwc.org](mailto:lisa@wicwc.org)