



## 3RD ANNUAL CHALLENGE OF THE BRAVE

DATE: SATURDAY, APRIL 27<sup>TH</sup> 2024

TIME: 9AM – 4PM

START & END LOCATION: MEADES PARK  
KIRKLAND SPORTS COMPLEX

16950 HYMUS BLVD, KIRKLAND, QUEBEC, H9H 3W7

BENEFITTING THE  
WEST ISLAND CANCER WELLNESS CENTRE







## ***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 completely FREE thanks to the Centre's fundraising events, community fundraisers and the generosity of our donors.



# WELCOME TO



## GENERAL DETAILS

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Styled after the **"Amazing Race®"**, this event will have **teams of 4 people participating in 7 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 during the day's challenges.



***DO YOU LIKE A CHALLENGE?***

***... OR 7 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?***

***IF YOU ANSWERED YES TO THESE  
QUESTIONS, WE ARE PLEASED TO  
PERSONALLY INVITE YOU TO  
PARTICIPATE AND SUPPORT THE WEST  
ISLAND CANCER WELLNESS CENTRE'S  
NEW SIGNATURE FUNDRAISER.***

***A FANTASTIC  
TEAM-BUILDING  
EXPERIENCE!***







## ***WHAT TO EXPECT ON THE DAY-OF***

***CHALLENGES ARE FOCUSED ON MIND,  
BODY AND SPIRIT ACTIVITIES.  
SOME EXAMPLES FROM 2023:  
PAINTING, DANCING, TRIVIAL AND MORE***

***TEAMS DRIVE FROM LOCATION TO  
LOCATION (7X!) COMPLETING  
CHALLENGES***

***RAFFLE PRIZES, A DJ AND A BBQ WILL  
ADD TO THE FUN OF THE DAY***

***PARTICIPANTS AND COMMUNITY  
MEMBERS ARE INVITED TO THE BBQ  
AFTER-PARTY!***





## ***AS A DONOR, YOU CHOOSE YOUR CHALLENGE***

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

- Limited space available! For all details and to register your team, go to the event page: <https://wicwc.com/challenge-of-the-brave/>
- We ask each team to fundraise a total of \$1,000 minimum for participation
- Prize will be given to the team who raises the most and best dressed team.
- Don't worry... we will give you all the tools you need for successful fundraising
- Administration fee of \$25 per person to register.

### **CHALLENGE #2: DONATE A RAFFLE PRIZE**

- Donate a gift for the raffle!
- Every gift counts – your donations add to the fun and spirit of the entire day!

### **CHALLENGE #3: BECOME AN EVENT PARTNER**

- Become a partner and benefit from the outstanding visibility offered.
- For our 3<sup>rd</sup> year, we are looking to build our exposure to new heights!
- The **next slides** outline the various partnership opportunities available.

#### ***Ideas from Past Participants***

*Ask your company to match your team's donations or for them to be your sponsor!*



# SPONSORSHIP OPPORTUNITIES

## WHAT'S INCLUDED?

## PARTNERSHIP AMOUNT

### THE "OUTLAST" PARTNER

- Two complimentary teams of four participants
- Two-minute speech at the Start and Finish of the Race
- Logo on the front cover of the official handout given to ALL players
- Logo prominently displayed on one branded product 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 ten locations
- Recognition during the event, via social media and press release post event

**\$10,000**

### THE "OUTWIT" PARTNER

- One complimentary team of four participants
- Logo on the back cover of the official handout given to ALL players
- Logo prominently displayed in the advertisement campaign, website and ALL our social media platforms
- Logo displayed at the Start/Finish, Registration
- Recognition during the event, via social media and press release post event

**\$5,000**

### THE "OUTPLAY" PARTNER

- Logo prominently displayed throughout the event
- Logo on the official handout given to ALL players
- Logo prominently displayed in the advertisement campaign, website and ALL our social media platforms
- Logo displayed at the Start/Finish, Registration

**\$3,000**

### THE "VOLUNTEER" PARTNER

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

**\$1,000**

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



***BECOME A SPONSOR TODAY!***

***WE'LL BE CHEERING YOU  
ON UNTIL THE VERY END***

***SEE YOU AT THE  
START LINE ON APRIL 27!***







## **NOTES**

PAYMENTS ARE DUE BY FRIDAY, APRIL 12, 2024  
**MAILING ADDRESS:** WICWC, 115, RUE DU BARRY, KIRKLAND, H9H 0C4

FOR FURTHER INFORMATION, PLEASE CONTACT:

**MAGGIE COSTA**  
514 695 9355  
[MAGGIE@WICWC.ORG](mailto:MAGGIE@WICWC.ORG)

### **EVENT ORGANIZING COMMITTEE**

**TERESA BROCCOLINI, BROCCOLINI**  
**DONNA COUGHLIN**  
**ELAINE GOURLAY, GMP CONSULTANT**  
**LAURIE LINCOLN, AIR CANADA (RETIRED)**  
**DOMENICO ZITO, KIRKLAND COUNCILLOR**  
**TONY ZINNO, ZINNO ZAPPITELLI ARCHITECT**

## **THANK YOU!**





**WICWC.ORG**

**CENTRE DE BIEN-ÊTRE DE L'OUEST-DE-L'ÎLE  
POUR PERSONNES ATTEINTES DE CANCER  
WEST ISLAND CANCER WELLNESS CENTRE**