



3RD ANNUAL CHALLENGE OF THE BRAVE

DATE: SATURDAY, APRIL 27TH 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
- Prizes will be given to the teams who raises the most donations and to the most creatively-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 3rd 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	<ul style="list-style-type: none"> Two complimentary teams of four participants Two-minute speech at the Start and Finish of the Race Logo on the cover of the official handout given to ALL players Logo prominently displayed on one branded product 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 and ten locations Recognition during the event, via social media and press release post event 	\$10,000
THE "OUTWIT" PARTNER	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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

EVENT ORGANIZING COMMITTEE

TERESA BROCCOLINI, BROCCOLINI
DONNA COUGHLIN
ELAINE GOURLAY, GMP CONSULTANT
LAURIE LINCOLN, AIR CANADA (RETIRED)
FAUZIA SIKENDER, AIR CANADA
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**