

Become a Sponsor Today!



WICWC.ORG



LE DÉFI DES
BRAVES  CHALLENGE OF THE
BRAVE

10AM-2PM

APRIL 26, 2025

MEADES PARK

The community will venture through exciting locations as they complete fun challenges as a team in our annual fundraiser.

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All proceeds to benefit the West Island Cancer Wellness Centre



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WHO WE ARE

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.

We exist in response to the demand for a whole-person integrated approach to wellness that focuses on improving the health and well-being of people living with cancer by addressing their emotional, physical, spiritual, social, informational, practical, and systemic needs - collectively known as the 7 pillars of cancer wellness.

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.

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- Over 1,200 active participants (cancer patients and their supporters), use WICWC services
 - Over 3,500 hours of free programming are offered to our participants each month at the Centre
 - Over 30 new participants each month walk through the WICWC doors looking for help

LE DÉFI DES BRAVES CHALLENGE OF THE BRAVE

BUILD YOUR BRAND AND GROW THROUGH MEANINGFUL COMMUNITY ENGAGEMENT

Styled after the “Amazing Race®”, this event will have 24 teams of 4 people participating in 7 challenges at different locations in the West Island. Each team will fundraise for the WICWC prior to the race.

WE ARE LOOKING FOR SPONSORS

Join us in creating an unforgettable experience for our community while elevating your brand's visibility and impact!

- Build your brand awareness, as the event will provide you with exposure to attendees, potential customers, and community members.
- Enhance your reputation and strengthen community ties by showing that your business is committed to supporting charitable causes and is a socially responsible entity.
- Supporting local charities can boost employee morale and pride in their company. It can also serve as a team-building opportunity if employees participate in the event.
- Community-driven events tend to generate a lot of buzz, and being part of this positive conversation can increase word-of-mouth recommendations for your company.

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AS A SPONSOR

You choose your level of visibility



LEGENDARY \$15,000

- Official presenter of the Challenge of the Brave 2025
- Two teams of 4 participants
- Two (2) minute speech at the Start and Finish of the Race
- Logo prominently displayed on 2 branded products, the swag bag given to each player and volunteer lanyards
- Prominent logo placement on all pre/post event promotional materials (posters, handout and event website)
- Logo placement at the Start/Finish, Registration and 7 Pit-Stops
- Recognition on social media: Instagram, Facebook and LinkedIn
- Large sponsors banner displayed at the start and finish line (provided by the sponsor)
- Sponsor's logo with a direct link to their website on the events page
- Mention in press release and media coverage pre/post event



VISIONARY \$10,000

- One team of 4 participants
- Option to present an award to the winning team
- Logo displayed on 1 (one) branded product given to each player
- Logo included on all event promotional materials (posters, handout and event website)
- Logo placement at the Start/Finish and Registration
- Sponsor recognition on all social media platforms, Instagram, Facebook and LinkedIn
- Sponsor's logo with a direct link to their website on the events page



HEROIC \$5,000

- Sponsor recognition during the awards ceremony
- Logo displayed on the event's website
- Logo on a shared sponsor banner displayed at the event
- Logo included on handout distributed to all participants
- Sponsor recognition on social media platforms recognizing all Heroic Sponsors
- Logo included on the event's website.



FEARLESS \$2,500

- Logo displayed on the event's website
- Logo on shared sponsor signage at the event (with other Fearless Sponsors)
- Logo included on handout distributed to all participants.
- Sponsor recognition on social media platforms recognizing all Fearless Sponsors





THE DETAILS



DATE:

APRIL 26, 2025



TIME:

10:00AM - 2:00PM



PLACE:

MEADES PARK

16950 Hymus Blvd., Kirkland, H9H 3W7

EVENT ORGANIZING COMMITTEE

Teresa Broccolini, Broccolini

Donna Coughlin

Elaine Gourlay, GMP Consultants

Laurie Lincoln, Air Canada (retired)

Fauzia Sikender, Air Canada

Domenico Zito, Kirkland Councillor

Tony Zinno, Zinno Zappitelli Architect

FOR FURTHER INFORMATION, PLEASE CONTACT:

Alisson Weiss, (514) 695-9355 xt. 111, alisson@wicwc.org



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**TOGETHER WE
CAN OVERCOME
ANY CHALLENGE!**



LE DÉFI DES BRAVES CHALLENGE OF THE BRAVE

