



SUNDAY, MAY 5, 2024

5km Run / 5km + 2km Hike (Walk)

Okotoks, Alberta



SPONSORSHIP OPPORTUNITIES

IN SUPPORT OF FOOTHILLS COUNTRY HOSPICE SOCIETY



FOOTHILLS COUNTRY HOSPICE SOCIETY

Gentle Compassion & Expert Care



SUNDAY, MAY 5, 2024

5km Run / 5km + 2km Hike (Walk)

Start Time: 11:00am

Okotoks, Alberta

Wheelchair, Stroller & Dog Friendly!

About The Event

Join us for the **8th annual Foothills Hike for Hospice** on **Sunday, May 5th** supporting end-of-life care in the Foothills.

NEW in 2024

This year, the Foothills Country Hospice has introduced a **5K Run** in addition to the **2K** and **5K Hike**.

Each year, Hike for Hospice Foothills raises funds for terminally ill adults and their loved ones, allowing them to access the help they need, when they need it most. Whether you're pushing a stroller, using wheelchair, or scooter, you will enjoy an accessible, family-friendly route along the Town of Okotoks Sheep River paved pathways. Our residents and families need your support! You can help us reach our goal of \$60,000!

This year's event will start and finish at the Okotoks Arts and Learning Centre: 7 Riverside Drive. In addition to the Hike and Run, there will be fun activities and food trucks.



Additional Foothills Country Hospice Fundraising Events

Annual Gratitude and Giving Gala: October 2024

Radiothon: February 2025

For more information, please email: events@countryhospice.org

SPONSORSHIP OVERVIEW

	Presenting Sponsor \$5000	Hospice Hero \$2500	Hospice Champ \$1000	Hospice Leader \$500
Opportunities Available	1	4	Unlimited	Unlimited
Logo on participant t-shirts	X			
Speaking opportunity at opening ceremonies	X			
Name or logo in all media including radio, tv, newspaper	X	X		
Name and logo placement on all print material	X	X		
Logo placement with link on FCHS website	6 MTHS	3 MTHS		
Recognition on digital display in FCHS facility	6 MTHS	3 MTHS		
Complimentary registrations <i>(Hike only, does not include Run)</i>	10	6	2	
Logo on inflated start/finish archway	X	X	X	
Opportunity to display sponsor-supplied banner at event	X	X	X	
Logo or name on signage displayed at event	X	X	X	
Name or logo with link in post-Hike e-newsletter to all Hospice subscribers and hike participants	X	X	X	
Opportunity of a booth at the event (sponsor-supplied tent, tables, chairs, signage, activities, etc.)	X	X	X	X
Verbal recognition at opening ceremonies	X	X	X	X
Recognition in FCHS annual report (distributed in July 2024)	X	X	X	X
Name and logo in tagged social media post (1 before the hike, 1 following the hike)	X	X	X	X
Right to use event name and logo in your corporate marketing campaigns	X	X	X	X
Opportunity to include branded item(s) in participant packages	X	X	X	X



****T-shirt colour TBD****

SPECIALTY SPONSORSHIP OPPORTUNITIES

Bib Sponsor

Bib Sponsor
\$750

Opportunities Available

1

Logo on participant bibs

X

Opportunity of a booth at the event
(sponsor-supplied tent, tables, chairs, signage, activities, etc.)

X

Verbal recognition at opening ceremonies

X

Recognition in FCHS annual report
(distributed in July 2024)

X

Name and logo in tagged social media post
(1 before the hike, 1 following the hike)

X

Right to use event name and logo in your corporate marketing campaigns

X

Opportunity to include branded item(s) in participant packages

X

Route Marshall Sponsor

Route Marshall
\$100

Opportunities Available

5

To provide 2 volunteers on day of event to act as route marshall/water station, etc.

X

Opportunity of a booth at the event
(sponsor-supplied tent, tables, chairs, signage, activities, etc.)

X

Verbal recognition at opening ceremonies

X

Recognition in FCHS annual report
(distributed in July 2024)

X

Right to use event name and logo in your corporate marketing campaigns

X

Opportunity to include branded item(s) in participant packages

X

Name or logo on race route PDF

X



About Foothills Country Hospice

The Foothills Country Hospice Society (FCHS) is a donor-supported, volunteer-driven charitable organization founded on providing exemplary end-of-life care and compassion to residents and their loved ones.

There is **no cost** to residents during their stay with us.

The professionally trained FCHS employees and volunteers provide around-the-clock end-of-life and bereavement care. Attention is paid to physical needs, expert pain and symptom management, emotional and spiritual well-being, and bereavement support as residents prepare for the completion of their life's journey. Our focus remains on holistic, comfortable care that meets residents with dignity and respect.

The employees and volunteers at the Foothills Country Hospice Society deeply appreciate your support. We believe in providing exemplary care and compassion for those we serve and are most grateful to all our donors and community partners who share our vision. Together we are making a difference in palliative hospice care for Foothills and Calgary community members.

Foothills Country Hospice Expansion

Demand for our hospice care and services exceeds what we can currently provide with **occupancy rates averaging 97 per cent**. To meet this demand, Foothills Country Hospice is currently expanding and will nearly double in size. In addition to a physical expansion, FCHS is also expanding program offerings to better reach our community members.

The new physical expansion will include:

- Eight beds to 16
- A 12,870 sq ft addition and 2,700 sq ft renovation to the existing facility
- Gathering spaces to accommodate culturally sensitive traditions
- Upgraded kitchen facilities
- Increase in private counselling space

The expansion includes significant renovations to the existing facility:

- An expanded reception area
- Updating charting and med rooms
- Adding a staff lounge and clinical office spaces

FOOTHILLS HIKE FOR HOSPICE HUSTLE SPONSOR COMMITMENT FORM

Please email the completed form, along with logo (where applicable) to:
events@countryhospice.org

Please Indicate Your Sponsorship Level

- Presenting Sponsor (\$5000) Hospice Leader (\$500)
 Hospice Hero (\$2500) Bib Sponsor (\$750)
 Hospice Champ (\$1000) Route Marshall (\$100)
 Other (Contact events@countryhospice.org
to inquire about customizing
select sponsor levels)

Sponsorship Commitment Deadlines:

Presenting Sponsor	March 22, 2024
Bib Sponsor	March 22, 2024
Route Marshall	April 17, 2024
Hospice Hero	April 17, 2024
Hospice Champ	April 17, 2024
Hospice Leader	April 17, 2024

To receive full sponsor benefits, confirmation and payment must be made by the applicable deadlines. Some benefits may be time-sensitive and may not be available.

Please be aware of the differences between sponsorships and donations. As per Canada Revenue Agency, sponsorship qualifies as an advertising expense that your business may be able to deduct at tax time. A donation qualifies for a charitable receipt, but does not receive recognition of a sponsorship. Charitable receipts will not be issued for monetary or gifts in kind sponsorship.

Company / Name: _____
Contact: _____
Phone #: _____
Email: _____
Mailing Address: _____
City/Postal Code: _____

Please Indicate Your Method of Payment

Cheque (payable to Foothills Country Hospice) Credit Card #: _____
 Invoice Name on Card: _____
 Credit Card Expiry Date: _____
CVC: _____

As valued friends, Foothills Country Hospice Society requests your consent to send you important information and announcements from our organization. Your consent is required to comply with the Canadian Anti-Spam Legislation (CASL). Please check the "I consent" box below. You may unsubscribe at any time.

I consent to receive the Foothills Country Hospice e-newsletter containing news, announcements, and info about upcoming event information. This may include information regarding fundraising events and initiatives.

For more information, please visit our website:
www.countryhospice.org