

# Fertility Matters 4 YYC 6K 2023

# 6K

FERTILITY MATTERS

4 YYC 2023

#FertilityMattersYYC  
#FertilityMatters6K

## Sponsorship Package

Saturday, October 21, 2023 | 10 AM - 2 PM | Calgary Eau Claire & East Village

Join us for the 3rd Annual Fertility Matters 6K in support of the 1 in 6 Canadians who are struggling with fertility or who may need to access fertility care in order to build the family of their dreams. Join us for the whole 6K, walk, run, bike or meet us partway at any meeting point. Any and all participation is welcome.

### What's the Goal?

50 PARTICIPANTS PLEDGE \$25 EACH

SPONSOR DONATIONS \$3500

COMMUNITY DONATIONS \$1300

## \$6K for 6K

Let's get Alberta funding & bridge the gap between fertility care and those who need it.

### How can you Help?

[CLICK TO DONATE TO OUR TEAM](#)

[CLICK TO JOIN OUR 6K ON FB](#)

COMMIT TO A SPONSORSHIP

### Choose Your Level

The following sponsor levels are suggestions. We are open, flexible and appreciate any support.

[www.motherofembryos.com/fertility-matters-yyc](http://www.motherofembryos.com/fertility-matters-yyc)





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1 AVAILABLE

EXCLUSIVITY

PREMIUM ONLINE  
& IN-PERSON  
BRANDING

## DIAMOND \$500

### What is included:

- Top recognition as Diamond Partner on web, email, social media and onsite marketing materials
- Purchase sign plus a \$400 donation
- Exclusivity for premium signage at the start/finish line and reception
- Upgrade opportunity! Food & Beverage Reception Sponsorship for \$1000

All sponsor levels would be asked to purchase and set up their own signage. Sponsors may use our chosen vendor and suggested size signs at The Printing House (TPH) or you are free to design & print your own signs. Graphic design assistance is available upon request.



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4 AVAILABLE

EXCLUSIVITY

GOLD ONLINE  
& IN-PERSON  
BRANDING

**GOLD \$300**

## What is included:

- Recognition as Gold Partner on web, email, social media and onsite marketing materials
- Purchase signage plus \$250 donation to the team
- Exclusivity for signage at 1 meeting point
- Upgrade opportunity! Food & Beverage Reception Sponsorship for \$1000

Exclusivity at a meeting point is first come first served. All sponsor levels would be asked to purchase and set up their own signage. Sponsors may use our chosen vendor and suggested size signs at The Printing House (TPH) or you are free to design & print your own signs. Graphic design assistance is available upon request.



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# Fertility Matters 4 YYC 6K 2023

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UNLIMITED  
AVAILABLE

SILVER ONLINE  
& IN-PERSON  
BRANDING

## SILVER \$150

### What is included:

- Recognition as Silver Partner on web, email, social media and onsite marketing materials
- Purchase signage plus \$100 donation to the team
- Signage anywhere along or in our 6K group route
- Upgrade opportunity! Food & Beverage Reception Sponsorship for \$1000

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2-3 AVAILABLE

PRIORITY ONLINE  
& IN-PERSON  
BRANDING

## T-Shirt \$800

### What is included:

- Recognition as T-Shirt Partner on web, email, social media and onsite marketing materials
- Purchase T-Shirts plus \$50 donation to the team
- Signage anywhere along or in our 6K group route
- Upgrade opportunity! Food & Beverage Reception Sponsorship for \$1000

T-Shirts are available online for \$26. [Click here for shopify T-Shirt link.](#) We are exploring a custom bulk order or using a local vendor. T-Shirt logo placement is up for negotiation but 6K logo must be prevalent on front of shirt. The goal is to ensure every runner has a shirt!



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4 EACH  
AVAILABLE

ONLINE & IN-  
PERSON  
BRANDING

## Refreshments or Social Media \$400

### What is included:

- Recognition as Refreshment or Social Partner on web, email, social media and onsite marketing materials
- Social: Purchase signage & \$350 donation to the team
- Provide drinks anywhere en route & \$200 donation
- Signage anywhere along or in our 6K group route
- Upgrade opportunity! Food & Beverage Reception Sponsorship for \$1000

Creative input welcome! Refreshment sponsors can be at the start/finish line or anywhere along our route. Any food or (non-alcoholic) beverage is welcome. Social media sponsors can purchase a [“social frame” sign](#) from our vendor (TPH) and promote their own social channels and/or hashtags.



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