

SPONSOR THE 34TH EDITION OF THE DÉFI CANDEREL



**Donate.
Run.
Fight back.**

Since 1989, Canderel has been challenging its partners to get involved in the fight against cancer by donating and raising funds for research. This annual campaign culminates in an in-person event that brings together representatives from Montreal's business community.

This fun-filled fundraising event proposes sponsorship opportunities for companies looking to have an impact on the cause while gaining visibility and much more!

By sponsoring the Défi, you could:

- Contribute to **cancer research**;
- Enjoy a **fun outdoor team-building activity** with your colleagues;
- Attend a **great networking event** with the Greater Montreal's top companies;
- Obtain **visibility, brand awareness** and media coverage;
- Be invited to an **official visit** of the beneficiary research centres;
- **Name a scholarship after your company** at the beneficiary centres.

What?
34TH Edition
of the Défi
Canderel



Where?
NEW LOCATION

Percival Molson
Memorial Stadium,
McGill University



When?
MAY 4TH
2023
11:30 am – 1:30 pm



Thank you
for contributing to the
success of our fundraiser
in support of
cancer research!

To find out more, contact: Chantal Vadnais, 514-238-3503 – cvadnais@canderel.com

Raising funds for cancer research

Université
de Montréal



McGill

deficanderel.com



Sponsorship Visibility and Benefits

	Title Sponsor	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	TEAMS
	CANDEREL	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Sponsorships available		1	5	10	15	unlimited
DIRECT IMPACT						
One PhD-level scholarship at each beneficiary centre named after sponsor in 2023-2024 academic year	✓	✓				
One Master's-level scholarship at each beneficiary centre named after sponsor in 2023-2024 academic year	✓		✓			
Mention of donation and scholarship naming in beneficiaries' annual reports	✓	✓	✓			
Official visit to beneficiary centres and guided tour of laboratories	✓	✓	✓			
EVENT						
Opportunity to distribute promo pieces or giveaways	✓	✓	✓			
Activation opportunity**	✓	✓	✓			
Dedicated PA announcements*	✓	✓	✓	✓		
Logo on sponsor board	✓	✓	✓	✓	✓	
Logo on jumbotron*	✓	✓	✓	✓	✓	
Name on jumbotron*						✓
Event T-shirt	✓	✓	✓	✓	✓	✓
Number of participants	unlimited	50+	50	30	20	10
COMMUNICATIONS						
Mention of sponsorship in official event communications	✓	✓	✓			
Social media recognition*	✓	✓	✓	✓	✓	✓
Logo on event website	✓	✓	✓	✓	✓	
Name on event website						✓

* Varies depending on sponsorship level and availabilities

** Activation ideas: lounge area – charging station – water station – lunch naming rights – onsite branding – virtual goodie bag – stadium seating chair covers – your ideas are welcome

All sponsor activations are subject to approval. All sponsor activations are at the expense of the sponsor. In order to ensure effective site management, no changes to sponsorship agreements or activations may be made after April 14th, 2023.