

Free to **RUN**
MOVE
CYCLE
HIKE
PADDLE

2018 Partnership Package

Benefiting **DIABETES**
CANADA

Free to Move

- ▶ Diabetes Canada BC and Yukon is excited to launch our 2nd annual **Free to Move** challenge! On Wednesday, September 26 Diabetes Canada is challenging BC's workforce to get active, make a positive change and help put an end to diabetes.

The Challenge

- ▶ On September 26, when will you be free to better your health? We are challenging BC's workforce to go in pursuit of a healthy activity. We know that looks different to each of you! So whether you're 9-5, on the clock from sunrise, or last to leave the office, create some time and make your health a priority.

To join the **Free to Move** team, participants will donate \$10 to their office fundraising page, receive a **f2m** wristband and choose from our list of generous perks partners, get active and organize an office sweat date!





Why join us?

- ▶ Today, 11 million Canadians live with diabetes or prediabetes. That's 1 in 3 of us! When diabetes is left untreated or improperly managed, it can result in a variety of complications costing our healthcare system an estimated \$12 billion per year. We need to act now and inspire people to live their healthiest lives. But we can't do it alone!

When you invest in us through **f2m**, you will:

- ▶ Join a movement encouraging wellness in the workplace
- ▶ Create an innovative and memorable employee engagement opportunity for your team and other leading BC businesses
- ▶ Promote your brand to a diverse audience of working professionals
- ▶ Have the opportunity to make an impact in the lives of the 11 million Canadians living with diabetes or prediabetes
- ▶ Have the flexibility to work with us to tailor your sponsorship plan
- ▶ Receive complimentary employee participation for **f2m**

Join the team

Presenting Sponsor

 **\$10,000 cash sponsorship**

- ▶ Logo recognition on campaign website
- ▶ Logo recognition on all printed materials
- ▶ Highlighted in media coverage and print and digital advertising
- ▶ Integrated content on our national and regional social media pages
- ▶ Logo recognition in our newsletter and all emails to participants
- ▶ Opportunity to create three sponsored content posts (email or social media)
- ▶ Employee participation in **f2m** (up to 100 employees)

Bootcamp Broadcaster Sponsor

 **\$5,000 cash sponsorship with in-kind media**

- ▶ Logo recognition on campaign website
- ▶ Logo recognition on all printed materials
- ▶ Highlighted in media coverage and print and digital advertising
- ▶ Integrated content on our national and regional social media pages
- ▶ Logo recognition in our newsletter and all emails to participants
- ▶ Employee participation in **f2m** (up to 50 employees)



Healthy Hero Sponsor

 **\$3,500 cash sponsorship**

- ▶ Logo recognition on campaign website
- ▶ Logo recognition on all printed materials
- ▶ Profiled on our regional social media pages
- ▶ Logo recognition in our newsletter and all emails to participants
- ▶ Employee participation in **f2m** (up to 25 employees)

Wellness Warrior Sponsor

 **\$1,000 cash sponsorship**

- ▶ Logo recognition on campaign website
- ▶ Logo recognition on all printed materials
- ▶ Profiled on regional social media pages
- ▶ Logo recognition in our newsletter and all emails to participants
- ▶ Employee participation in **f2m** (up to 10 employees)



Let's reach our goals together!

▶ **Kirstie McRae**

Community Partnerships

604.732.2311

kirstie.mcrae@diabetes.ca

Charitable Number: 11883 0744 RR0001