



## 2024 Sponsorship Opportunities



# 3rd Annual PILSC LEGACY RUN/WALK

Sunday, June 23, 2024 | Nose Creek Park, Airdrie, AB  
Distance: 5km/2km

## OVERVIEW

On June 23, 2024, the Pregnancy & Infant Loss Support Centre (PILSC) is hosting our 3rd annual PILSC Legacy Run/Walk.

PILSC is a registered charity based in Calgary, Alberta serving individuals and families across Alberta and Canada. Our mission is to support and connect individuals of all identities, backgrounds, or circumstances, who have experienced the trauma around miscarriage, termination for medical reasons (TFMR), stillbirth, neonatal loss, Sudden Infant Death Syndrome (SIDS), or infertility. Funds raised will go toward keeping our support services (our helpline, group support, peer support, and mental health sessions) at **no-cost** for families in need.

This event is a wonderful opportunity to make an impact in your community and gain visibility as a local business that is committed to supporting Alberta families.

**"There is no foot too small that it cannot leave an imprint on this world"**

**1 in 4**

conceptions end in loss

**4.5 in 1000**

pregnancies end in stillbirths

**SIDS**

is the leading cause of death in children under 1 years old

**1 in 6**

couples face infertility

## 2023 RUN IN REVIEW

Our second annual run was a huge success. How well the event was received was a testament to how needed a run/walk that supports the pregnancy and infant loss community was.

In 2023 our fundraising Goal was \$100,000 which we exceeded, raising: **\$107,821!** The event brought in **462** participants, 100 over our anticipated numbers!

"As parents to a baby not earthside, we don't get to enjoy the birthday parties or school plays, but this walk is something that we do get to do for our child"



## 2024 Fundraising Goal: \$125,000

450 Participants Anticipated

# SPONSORSHIP PACKAGES

## ~~Title Sponsor~~ \$15,000

### 1 Title Sponsor (No longer available)

- Corporate name on ALL event promotional materials (event website, radio, TV, posters, brochures, social media) as “presenting” partner
- Informational booth at the event
- Opportunity to speak and start the race
- P.A. announcements at the start and finish area
- Logo on a video screen
- Eight (8) free Race entries for employees, t-shirts, and medals
- First right of refusal of Platinum Sponsorship of PILSC Legacy Run/Walk 2025

## Gold Sponsor (3 remaining) \$5,000 - \$9,999

- Corporate name on event promotional materials (event website, posters, brochures, social media)
- P.A. announcements at start and finish area
- Logo on video screen
- Four (4) free Race entries for employees, t-shirts, and medals
- Opportunity for advertising materials in all race kit packages
- First right refusal for Gold Sponsorship of PILSC Legacy Run/Walk 2025

## Silver Sponsor (2 remaining) \$2,500 - \$4,999

- Corporate name or logo event on some promotional materials (posters, brochures, social media)
- P.A. announcements at start and finish area
- Logo on video screen
- Two (2) Free Race entries for employees, t-shirts, and medals
- Opportunity for advertising materials in all race kit packages
- First right refusal for Silver Sponsorship of PILSC Legacy Run/Walk 2025

## Bronze Sponsor (3 remaining) \$1,000- \$2,499

- Corporate name or logo on some promotional materials (posters, brochures, social media)
- One (1) Free Race Entry for employees, t-shirt, and medal
- Opportunity for advertising materials in all race kit packages

## Food Sponsor \$1,500

- Corporate name or logo on website
- Opportunity for advertising materials in all race kit packages
- Sponsor pays for Volunteer Food, Post Race Snacks , Coffee and pastries
- P.A. announcements at start and finish area

## Friends of the Run Sponsor \$500

- Corporate name listed on website
- Opportunity for advertising materials in all race kit packages
- P.A. announcements at start and finish area

## SPONSOR BENEFITS AT A GLANCE

BENEFIT	TITLE	GOLD	SILVER	BRONZE
Race Entries	8	4	2	1
Exhibitor Booth	✓			
Logo on Video Screen	✓	✓	✓	
Right of First Refusal for Sponsorship of PILSC Legacy Run/Walk 2025	✓	✓	✓	
T-shirt(s)	✓	✓	✓	✓
Logo on Marketing Materials	✓	✓	✓	✓
Logo on Website with link	✓	✓	✓	✓
Announcements at start and finish area	✓	✓	✓	✓
Race Medal(s)	✓	✓	✓	✓
Advertising Materials for Race kits	✓	✓	✓	✓



## TESTIMONIALS

"Being a PILSC volunteer means that I get to support others in a way I wish I was supported during my losses." ~ Helpline Volunteer

"Being able to connect with someone who had experienced something similar to me felt so validating, to know they felt the same way in the past and managed to keep putting one foot in front of the other is invaluable." ~ Peer Mentee

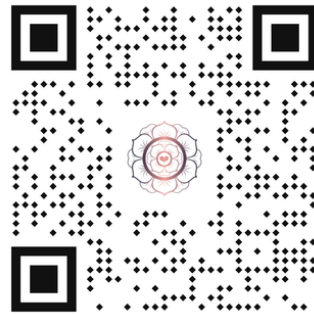
"These groups are my saving grace. At the darkest time of my life, there are others who shoulder my grief and who give me the honor of shouldering theirs. It's taught me a lot about how strong we can all be when we have to be." ~ Group Participant





## **THANK YOU!**

We could not do this vital work without generous hearts like yours. Thank you for making a difference in the lives of those navigating infertility, pregnancy, and infant loss.



**Register for the run here**

If you would like to be involved in the third annual PILSC Legacy Run/Walk or have any questions, please contact:

**Aditi Loveridge, Founder/CEO**

aditi@pilsc.org

**Arielle McEwen, Event Coordinator**

arielle@pilsc.org