



# Your Support Matters

**BECOME A SPONSOR TODAY!**

**Join the 6<sup>th</sup> Annual Challenge of the Brave**



**WICWC.ORG**

WEST ISLAND CANCER WELLNESS CENTRE  
CENTRE DE BIEN-ÊTRE DE L'OUEST-DE-L'ÎLE  
POUR PERSONNES ATTEINTES DE CANCER

**All proceeds to benefit the West Island Cancer Wellness Centre**



# JOIN US AS A PROUD SPONSOR

## Make an Impact With Us

Join us in creating an unforgettable experience for our community while elevating your brand's visibility and impact!

## Adventure Awaits!

The community will venture through exciting locations as they complete fun challenges as a team in our annual fundraiser.

## Challenge Accepted!

Styled after the “Amazing Race®”, this event will have up to 30 teams of 4 people participating in 5-7 challenges at different locations in the West Island.



DATE:  
**APRIL 17, 2027**



TIME:  
**9:00AM - 2:00PM**



BASE LOCATION:  
**BROCCOLINI**  
16766 TRANS-CANADA HWY, KIRKLAND



Proud to present  
Challenge of the Brave for  
the 6<sup>th</sup> year in a row.



**WICWC.ORG**

# WHO WE ARE



## A Whole-Person Approach to Cancer Care

The West Island Cancer Wellness Centre (WICWC) is a registered charity dedicated to offering compassionate care and support to anyone experiencing cancer, either having it themselves or supporting someone with cancer.

We exist in response to the demand for a whole-person integrated approach to wellness that focuses on improving the health and well-being of people living with cancer by addressing their emotional, physical, spiritual, social, informational, practical, and systemic needs, collectively known as the 7 pillars of wellness.

All our programs are created to support and complement traditional medical practices and are FREE thanks to the Centre's fundraising events, community fundraisers and the generosity of our donors.



Over 1,450 active participants (cancer patients and their supporters), use WICWC services



Over 3,500 hours of free programming are offered to our participants each month at the Centre



Over 30 new participants each month walk through the WICWC doors looking for help

# WHY SPONSOR



## Build your brand and grow through meaningful community engagement

Join us in creating an unforgettable experience for our community while elevating your brand's visibility and impact!



Build your brand awareness, as the event will provide you with exposure to attendees, potential customers, and community members.



Enhance your reputation and strengthen community ties by showing that your business is committed to supporting charitable causes and is a socially responsible entity.



Supporting local charities can boost employee morale and pride in their company. It can also serve as a team-building opportunity if employees participate in the event.



Community-driven events tend to generate a lot of buzz, and being part of this positive conversation can increase word-of-mouth recommendations for your company.



Reach of 4,000 contacts



Reach over 2,700



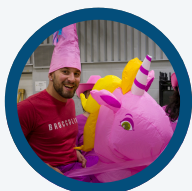
Reach over 21.7K



Reach over 2,900

# Choose your level of visibility

## LEGENDARY



**\$15,000**

- Official presenter of the Challenge of the Brave 2027
- Two teams of 4 participants
- Two (2) minute speech at the Finish of the Race during awards
- Logo prominently displayed on 2 branded products, the swag bag given to each player and volunteer lanyards (provided by sponsor)
- Prominent logo placement on all pre/post event promotional materials (posters, handout and event website)
- \*Other valuable benefits are included, contact us for the full details.

**SOLD**

## VISIONARY

**\$10,000**



- 1 Complimentary Challenge teams
- Prominent logo on branded products (e.g., swag bag item, volunteer gifts)
- Logo on event page in annual report
- Custom video highlight reel featuring the sponsor's teams and logo post-event
- Logo visibility across all promotional materials (posters, handouts, and event website)
- Mention in press release and media coverage pre- and post-event
- Recognition on all social media accounts
- Clickable logo with a direct website link on the event page

## HEROIC

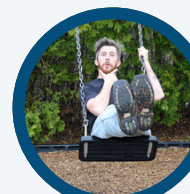
**\$5,000**



- Logo visibility across all promotional materials (posters, handouts, and event website)
- Mention in press release and media coverage pre- and post-event
- Logo featured on participant handout
- Recognition on all social media accounts
- Clickable logo with a direct website link on the event page
- Opportunity to present a prize/winning team
- Logo placement at Start/Finish and Registration

## FEARLESS

**\$2,500**



- Logo featured on participant handout
- Recognition on Instagram, Facebook, and LinkedIn
- Clickable logo with a direct website link on the event page

# Choose your level of visibility (grid view)



| EVENT RECOGNITION                                                                                                       | LEGENDARY | VISONARY | HEROIC | FEARLESS |
|-------------------------------------------------------------------------------------------------------------------------|-----------|----------|--------|----------|
| Official Presenter(s) of the Challenge of the Brave 2026                                                                | •         |          |        |          |
| A “brought to you by” mention in any documentation                                                                      | •         |          |        |          |
| Complimentary Challenge teams                                                                                           | 2         | 1        |        |          |
| Branded products (e.g., swag bag item, volunteer gifts)                                                                 | 2*        | 1*       | 1*     |          |
| Logo on event page in annual report                                                                                     | •         | •        |        |          |
| Video highlight reel featuring the your team(s) , logo post-event                                                       | •         | •        |        |          |
| Logo visibility across all promotional materials, printed & online                                                      | •         | •        | •      |          |
| Mention in press release and media coverage pre- and post-event                                                         | •         | •        | •      |          |
| Logo featured on participant handout                                                                                    | •         | •        | •      | •        |
| Recognition on Instagram, Facebook, and LinkedIn                                                                        | •         | •        | •      | •        |
| Clickable logo with a direct website link on the event page                                                             | •         | •        | •      | •        |
| CHALLENGE DAY RECOGNITION                                                                                               |           |          |        |          |
| Opportunity to host a “Pit Stop” with branding & interaction**                                                          | •         |          |        |          |
| Logo placement at all Challenge locations                                                                               | •         |          |        |          |
| Speaking opportunity during awards (1 rep only)                                                                         | •         |          |        |          |
| Option to host a “Team Recharge Zone” or hydration station**                                                            | •         | •        |        |          |
| Sponsor (banner, tent, flag, table) displayed at Start and Finish (provided by sponsor)                                 | •         | •        |        |          |
| Cross-Promotion with tagging of your business in thank-you reels, behind-the-scenes content, or participant interviews. | •         | •        | •      |          |
| Opportunity to present a prize/winning team                                                                             | •         | •        | •      |          |
| Logo placement at Start/Finish                                                                                          | •         | •        | •      |          |

\*Provided by the sponsor

\*\* Subject to approval and coordination with event organizers.

# EVENT ORGANIZING COMMITTEE

This event is made possible thanks to our extraordinary organizing committee, a group of dedicated individuals whose hard work, commitment, and generosity bring this event to life.

**Teresa Broccolini, Event Chair**

Broccolini

**Domenico Zito**

Kirkland Councilor

**Donna Coughlin**

**Elaine Gourlay**

GMP Consultants

**Fauzia Sikender**

HR Strategy & Organizational Transformation Leader

**Mathieu Canuel,**

RBC Wealth Management

**Tony Zinno**

Zinno Zappitelli Architect



FOR FURTHER INFORMATION, PLEASE CONTACT:  
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