



Run for Life 2021 sponsorship

About Run for Life 2021

Centre for Suicide Prevention's 4th annual Run for Life will take place virtually Sept. 19 - 26, 2021. We welcome anyone passionate about suicide prevention to join us in a journey from darkness into light: to remember loved ones and raise awareness. People can participate anywhere, anytime, and in any way: by running, walking, or doing any other physical activity. Centre for Suicide Prevention (CSP) will release event videos and share participant posts throughout the week.

About Centre for Suicide Prevention

Suicide is a major public health and mental health issue. Every day in Canada, we lose 12 people to suicide – together, we can prevent these deaths. CSP is an education centre based in Calgary, Alberta. We are a branch of the Canadian Mental Health Association.

For 40 years we've been equipping Canadians with the information, knowledge and skills to respond to someone who is thinking about suicide. We educate online, in print, and interactively. Our library of over 45,000 suicide-specific items, the largest English-language collection of its kind, informs the work we do.

Event participation

In 2020, despite the COVID-19 pandemic, Run for Life registration increased from 2019. Over 350 participants from 60 communities across Alberta, Canada, and internationally participated in Run for Life 2020, up from 314 in 2019.

Proceeds increased significantly, too, from \$35,000 in 2019 to more than \$50,000 in 2020. Run for Life 2020 also gained momentum on social media, thanks to CSP's 30,000+ social media followers.

Partnership opportunities

We would be honoured to welcome your organization as a Run for Life 2021 partner.

Below are four partnership possibilities for your consideration. Are you looking for something different? Please let us know. We want this partnership to work for you.

	<i>Platinum</i>	<i>Diamond</i>	<i>Gold</i>	<i>In kind</i>
	\$10,000	\$5000	\$1000	
<i>Logo in event video</i>	X	X	X	>\$500*
<i>Social media recognition</i>	X	X	X	X
<i>Website/blog recognition</i>	X	X	X	X
<i>Right to use CSP logo**</i>	X	X	X	X
<i>Email newsletter recognition</i>	X	X	X	X
<i>Fulfillment report</i>	X	X	X	X
<i>Recognition and logo in Annual Report</i>	X	X		
<i>Sponsor brochure in race kit</i>	X	X		
<i>Verbal recognition in event video</i>	X	X		
<i>Feature video on company's involvement</i>	X			
<i>Complimentary virtual event registrations</i>	250	50	10	
<i>START online training licenses</i>	10	5		

*In kind sponsors whose donation is equal to or greater than \$500 in product value will have their logo displayed in the event video.

**Sponsors indicated will have the right to use CSP logo for Run for Life-specific promotion.

We want to hear from you!

COVID is a good reminder of how it takes a whole community to respond to a public health crisis. Suicide is a quieter public health crisis, but it too requires collective action. Join us in our work to prevent suicide. I look forward to discussing partnership opportunities with you.

Sincerely,



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External Relations Director

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