



Run for Life 2022 sponsorship

5th annual Run for Life: September 18-25, 2022

Join Centre for Suicide Prevention (CSP) on a journey from darkness into light to remember loved ones lost to suicide and raise awareness for suicide prevention.

Run for Life is a virtual event - participate anywhere, anytime, and in any way: by running, walking, or doing any other physical activity. CSP will share event videos and participant stories throughout the week. Various in-person events occurring across Alberta will provide additional opportunities for brand promotion with engaged event participants, families, survivors, workplaces and communities impacted by suicide.

About Centre for Suicide Prevention

For over 40 years, CSP has been equipping Canadians with the information, knowledge and skills necessary to respond to those considering suicide. Since our very first workshop in 1983, we have delivered over 9,000 community workshops, reaching over 160,000 participants. And this number grows each year as more and more individuals want to become informed with these critical lifesaving skills.

Sponsorship: your impact

Every year in Canada, approximately 4,000 people die by suicide; that's an equivalent of 11 lives lost every day. Stigma remains our greatest barrier— your sponsorship helps amplify the message that suicide is preventable and hope is possible.

Raising Awareness and Spreading Hope

- ❖ CSP has over 29,000 social media followers and approximately 3,000 mailing list subscribers. Each year, our website attracts more than 650,000 unique visits.
- ❖ Despite the COVID-19 pandemic, Run for Life 2021 was CSP's largest virtual event yet. Last year, approximately 425 individuals from 77 different communities across Alberta, Canada, and around the world, came together to promote suicide prevention.
- ❖ During Run for Life 2021, 256 social media posts were created using the #RunforLife2021 hashtag with over 9,000 unique likes, comments, shares, and reposts across Facebook, Instagram, and Twitter.

Sponsorship opportunities

We would be honoured to welcome your organization as a Run for Life 2022 sponsor. Below are four sponsorship opportunities for your consideration:

| | <i>Platinum</i> \$10,000 | <i>Diamond</i> \$5000 | <i>Gold</i> \$1000 | <i>In kind</i> |
|--|-----------------------------|--------------------------|-----------------------|------------------|
| <i>Logo in event video</i> | X | X | X | >\$500 |
| <i>Social media recognition</i> | X | X | X | X |
| <i>Website/blog/newsletter recognition</i> | X | X | X | X |
| <i>Right to use CSP logo*</i> | X | X | X | X |
| <i>Sponsor Impact report</i> | X | X | X | X |
| <i>Sponsor brochure in race kit</i> | X | X | X | |
| <i>Verbal recognition in event video</i> | X | X | | |
| <i>Logo at in-person pop-up events</i> | X | X | | |
| <i>Recognition and logo in Annual Report</i> | X | | | |
| <i>Feature video on company's involvement</i> | X | | | |
| <i>Complimentary virtual event registrations</i> | 100 | 50 | 10 | |
| <i>Complimentary race kits for participants</i> | 100 | 50 | 10 | |
| <i>START online training licenses</i> | 10 | 5 | | |
| <i>How To Talk About Suicide webinars**</i> | 2 | 1 | | |

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

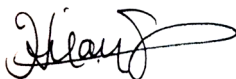
**Each webinar is available for up to 23 participants

Let's Run for Life – together!

While suicide is complex and difficult to understand, there are many things we can collectively do, like raise awareness and spread hope through participation at events like Run for Life 2022.

Join us on a journey from darkness into light this September. I look forward to discussing these opportunities with you.

Sincerely,



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Development Director

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