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## Run for Life 2023 Sponsorship

### About Run for Life

Join Centre for Suicide Prevention (CSP) on a journey from darkness into light to remember loved ones lost to suicide and raise awareness for prevention during the **6<sup>th</sup> annual [Run for Life](#), September 16 - 23, 2023.**

Run for Life is a hybrid event. Participate virtually anywhere, anytime, and in any way: by running, walking, biking, or doing any physical activity that inspires you. All activities are welcome in Run for Life. Various in-person events will provide opportunities for brand promotion with participants, families, workplaces, and communities impacted by suicide.

### About Centre for Suicide Prevention

For over 40 years, CSP has been equipping people 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. After attending a workshop, participants feel more confident to identify, and willing to help, someone considering suicide. We also educate through [freely available resources](#) including articles, social media, and toolkits.

### Sponsorship: your impact

Did you know that approximately 4,500 people die by suicide in Canada, every year? That's 12 lives lost every day to suicide. Stigma remains one of our greatest barriers – your sponsorship helps amplify the message that suicide is preventable and hope is possible.

#### Raising awareness and inspiring hope

- Run for Life engages with people and organizations who are passionate about raising awareness for suicide and its prevention.
- CSP has over 38,000 social media followers and over 3,800 mailing list subscribers. Annually, our website attracts more than 500,000 unique visits.
- At last year's Run, over 400 individuals from 80 different communities across Alberta, Canada, and the world came together virtually to promote suicide prevention.
- During Run for Life 2022, over 275 social media posts were created using the #RunforLife2022 hashtag with likes, comments, shares, and reposts on LinkedIn Facebook, Instagram, and Twitter.

## Run for Life 2023 sponsorship opportunities

	<i>Platinum</i>	<i>Diamond</i>	<i>Gold</i>
	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
<i>Logo in event video</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Social media recognition</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Website/blog/newsletter recognition</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Right to use CSP logo</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Sponsor Impact report</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Sponsor brochure in race kit</i>	<b>X</b>	<b>X</b>	<b>X</b>
<i>Verbal recognition in event video</i>	<b>X</b>	<b>X</b>	
<i>Logo at in-person pop-up events</i>	<b>X</b>	<b>X</b>	
<i>Recognition and logo in Annual Report</i>	<b>X</b>		
<i>Complimentary virtual event registrations</i>	<b>100</b>	<b>50</b>	<b>10</b>
<i>Complimentary race kits for participants</i>	<b>100</b>	<b>50</b>	<b>10</b>

## What's new in 2023

### 80,000 Steps Challenge: **new participation option for Run for Life 2023!**

- For the participants who love to track steps... walk 10,000 steps each day over the 8 days of Run for Life (Sept 16-23). Participants can optionally dedicate their steps to a loved one and/or share their progress on social media using their very own steps-tracking card available in the Run for Life race kit.
- The 80,000 Steps Challenge can be used as an internal team-building activity or to externally challenge another organization or group to join in some friendly competition.

### Corporate pop-up events: **Bring Run for Life to your office!**

- Corporate sponsors can host their own internal Run for Life events for employees and/or clients.
- CSP staff are available to support your Run for Life pop-up event by hosting an information booth, bringing race kits, and/or making presentations about suicide awareness.
- Run for Life race kits contain a race bib, healthy snack, wellness items, help cards, toolkits and more.

## Let's Run for Life – together!

Join us September 16 to 23, 2023 for our 6<sup>th</sup> annual journey from darkness into light. We look forward to discussing these sponsorship opportunities with you.

