



Run for Life 2024 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 **7th annual [Run for Life](#) from September 21-28, 2024.**

Run for Life is a hybrid event:

- **Participate in-person** at the Calgary Run for Life event on Saturday, Sept. 28, or at various pop-up events held across Canada.
- **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.

Run for Life Calgary signature event

Centre for Suicide Prevention hosts an in-person event in Calgary on the final day of Run for Life each year.

Join us on Saturday, Sept. 28, from 9am-12pm in the East Village for 5K and 10K running stations, 1K Memorial Walk, complimentary snacks, commemoration, and conversation with fellow participants. Everyone is welcome.

Run for Life pop-up events across Canada

Individuals, families, and workplaces also host Run for Life in-person pop-up events across Canada and participate in their local communities.

Interested in hosting a Run for Life pop-up event in your community or workplace? We would love to partner with you. Please contact us at runforlife@suicideinfo.ca to discuss!

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 170,000 participants. We also educate through [freely available resources](#) including articles, social media, and toolkits.

Sponsorship: your impact

Did you know that thousands of Canadians die by suicide every year?

Stigma remains one of the greatest barriers to effective suicide prevention – 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 45,000 social media followers and over 4,500 mailing list subscribers. Annually, our website attracts more than 450,000 unique visits.
- At last year's Run, over 800 individuals from 86 different communities throughout Alberta, across Canada, and around the world, came together to promote suicide prevention.
- During Run for Life 2023, over 400 social media posts were created using the #RunforLife2023 hashtag with likes, comments, shares, and reposts on LinkedIn Facebook, Instagram, and Twitter.

Run for Life 2024 sponsorship opportunities

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

* Sponsorship must be received by August 28 for video production purposes



What's new in 2024:

Dedicate Each Day Challenge

- Using the “Dedicate Each Day” activity tracking card, participants can dedicate a new or recurring Run for Life activity each day and/or share their progress on social media using their personal tracking card available in the Run for Life race kit.

Corporate pop-up events: Bring Run for Life to your organization!

- Corporate sponsors can host their own internal Run for Life events for employees and/or clients.
- In 2023, CSP supported 19 different events for Run for Life held at workplaces, fitness studios, industry conferences, city parks, and in various community venues throughout Alberta and across Canada.
- CSP staff are available to support Run for Life pop-up events by hosting an information booth, bringing race swag, and/or facilitating presentations about suicide awareness. Pop-Up support can be booked by July 28 (two months' prior) to ensure availability.

Let's Run for Life – together!

Join us in September 2024 for our 7th annual Run for Life. We look forward to discussing these sponsorship opportunities with you.

Contact

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