



SURVIVORFEST RUNNING EVENT SPONSORSHIP OPPORTUNITY



GET READY TO RUN

Survivorfest is a community celebration on an international scale! Each year athletes from around the world come together in Strathcona County to test their endurance and grit during our 6h, 12h, and 24-hour running event!

Over the course of 24 hours, athletes will loop the running track in an effort to set records, qualify for their national 24-hour running teams, or to simply have a great time in an effort to support an amazing cause! (That's right – some of our athletes will be running continuously for 24 hours!)

As a non-profit running event 100% of all proceeds raised go directly to Saffron Centre.

Since 2019, we have donated over \$15,000 to Saffron Centre, while qualifying numerous Canadian athletes to represent Canada for the World 24-Hour Running Championships.

Last year, as the site for the 2022 6-Hour and 24-Hour Canadian National Championship, it was especially exciting to witness Amanda Nelson set two new Canadian female records, 12 hour (134.025km) and 100 mile (14:45:51)!

OUR CAUSE

Survivorfest is held in support of Saffron Centre, which is a non-profit organization based in Sherwood Park, AB, that supports the healing and empowerment of those affected by sexual violence.

Saffron Centre also provides proactive educational programs and workshops for youth, adults, and professionals in a an effort to end sexual violence by the next generation.

100% of all proceeds raised go towards educational programs in Sherwood Park schools.

With the help and support of our community we have raised \$15,000 to date and can't wait to see what this year brings!



A MESSAGE FROM SAFFRON CENTRE

"Saffron Sexual Assault Centre provides compassionate counselling, preventative education, and specialized police and court advocacy for those impacted by sexual violence as we journey together toward healing and justice.

Funds raised through Survivorfest will support education programming for children and youth ages 5-17. Our education programs empower young people to engage in a culture of consent and envisions an end to sexual violence. In 2022, we delivered 616 presentations to over 18,000 children, youth, and adults.

With your support, we will be able to continue this important work. Thank you for working with us to bring hope and healing for those impacted by sexual violence."



EVENT GOALS

*This event is registered with the International Association of Ultrarunners (IAU)



1 To host a world class running event to support all athletes in their pursuit of personal greatness!

2 Showcase Strathcona County, it's businesses, community members, and all they offer by hosting an annual, international, inclusive running event.

3 Raise funds to implement school-led educational programs in Strathcona County on behalf of the Saffron Centre.





SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES AND PRICING



SPRINT

Cash donations or in-kind donations under \$499



MARATHON

Cash or in-kind donations from \$500 to \$1999



ULTRA

Cash or in-kind donations of \$2000+

PACKAGE BENEFITS

SPRINT

Cash Donations or in-kind donations under \$499

- Small logo printed on all race material
- Logo Visibility:
 - Highlighted on our website's sponsor page for 1 year under appropriate sponsor level with link to your website
- Event day onsite poster
- Inclusion in our "Thank You" email
- Able to provide a discount code for the runners 'Swag Bag'



PACKAGE BENEFITS

MARATHON

Cash Donations or in-kind donations from \$500 to \$1999

- Medium logo printed on all race material including finisher t-shirt
- Logo Visibility:
 - Highlighted on our website's sponsor page for 1 year under appropriate sponsor level with link to your website
 - Event day onsite poster
- 1 custom social media mentions (Facebook, Instagram)
- 1 social media ad (Facebook, Instagram)
- Inclusion in our "Thank You" email
- Invitation to have an athlete/teammate participate in the solo event or relay
- Invitation to be a part of race day and interviewed on our Live Stream (30 min time slot)
- Privilege to insert or distribute promotional materials/products in our mailed out 'Swag Bag'



PACKAGE BENEFITS

ULTRA

Cash Donations or in-kind donations of \$2000+

- Your logo and slogan posted onscreen for the duration of Real Time Event
- Large logo printed on all race material including finisher t-shirt
- Acknowledgement on Facebook, Instagram & local media campaigns as appropriate sponsor level
- Logo Visibility:
 - Highlighted on our website's sponsor page for 1 year under appropriate sponsor level with link to your website
 - Event day onsite poster
- Post-Event Blasts for 1 year
- 3 custom social media mentions (Facebook, Instagram)
- 1 social media ad (Facebook, Instagram)
- Inclusion in our "Thank You" email
- Invitation to have an athlete/teammate participate in the solo event or relay
- Invitation to be a part of race day and interviewed on our Live Stream (30 min time slot)
- Privilege to insert or distribute promotional materials/products in our mailed out 'Swag Bag'



LIVE STREAM OPPORTUNITY



In a diverse entertainment ecosystem where platforms compete for a competitive edge, one area has seen impressive growth: live streaming.

Survivorfest is one of few international running events that live stream their event from start-to-finish.

Benefits of live streaming:

- Event exposure
- Athlete exposure
- Sponsor exposure and awareness via live interviews
 - Note: Interview segments are later supplied to the sponsor
- Extended event reach
- Provides authentic opportunities for engagement
- Countries reached - 8

| LIVE STREAM | PEOPLE REACHED | VIEWS | REACTIONS |
|-------------------------------|----------------|-------|-----------|
| Race Package Pickup | 2600 | 1600 | 140 |
| Saturday 8:30 am - 4:30 pm | 1400 | 1200 | 230 |
| Saturday 4:30 am - 9:00 pm | 889 | 642 | 97 |
| Sunday 7:30 am - 9:00 am | 521 | 480 | 60 |

Survivorfest Social Media Quick Facts:

Social media reach (avg per post) - 4k

Top countries reached - Canada, Mexico, UK, Australia, China

Top provinces reached - Alberta, British Columbia, Ontario, Quebec

Top cities reached in Alberta - Edmonton, Sherwood Park, Calgary, St. Albert, Beaumont



NOTABLE SPONSORS



ARC'TERYX



SOUNDfonix
ENTERTAINMENT



PARK P--WER

save  foods

 **Minuteman
Press**

 STRATHCONA
COUNTY

The Sherwood Park •
Strathcona County **News**



PAST ATTENDEES

WHAT THIS EVENT MEANS



TIM HIGHAM
24 Hour

I am VERY excited to be back for my second Survivorfest. Last year was a lot of fun, and I have something to prove to myself. I did not reach my goal last year, so I am coming back stronger and more motivated this year. My goal is to qualify for the Canadian 24-hour team, and possibly get an AG record. I'm hoping I can represent my country! As for why I am coming back to Survivorfest - there are 3 main reasons. First, the race atmosphere (when the sprinklers are off) and effort put in by the race directors are phenomenal. Everyone is welcoming and it's just so fun! Second, it's in Canada and it means a lot to race in my home country (and province)! I am very excited to support ultra racing in Canada! Third, the fact that this race is focused on giving back to the community and educating youth makes this a special event. I can't wait!



STEPHEN MATER
24 Hour

What an amazing experience with incredible people. The atmosphere was great and unlike anything I've experienced at a race before. From the crews to the athletes, volunteers and attendees, the level of support and encouragement was spectacular. It was a true team environment - something you certainly need when running for 24 hours straight! am very excited to be back for 2023!

PAST ATTENDEES

WHAT THIS EVENT MEANS



CORAL WIEBE
24 Hour

While I am not coming back this year as a participant, I'm still happy to be an attendee and volunteer anytime! To put into words how much this event and the community means to me feels like I'm doing an injustice because it is such an immense feeling of gratitude and love I don't know how to truly describe it.

We had a mighty crew of 6 runners and crews during the 2021 virtual event held during the pandemic. We somehow managed to secure the same track, timing equipment and get our little group set as a qualifier! Laura and her team were so essential in ensuring every participant felt safe, strong and supported. It was unlike any other event despite the unique and crazy hurdles that year. I'd never done a 24 hour event and I did my longest and farthest distance that day! It was amazing and I looked forward to doing it again.

The following year I came back with the intention to take part in a full event and was unexpectedly sidelined about 8 hours in when I realized I wasn't emotionally able to process the news I received that morning of a family member dying and continue to put my heart into running the full 24 hours. Again, the love and support and safety I felt at being able to cry and express my loss at such an unexpected time was amazing.

I plan to come back again though! While I did take a break this year, SurvivorFest is always a part of me as a runner. The causes they support and the message they deliver year after year is a gift and I'm grateful that events like this continue to exist.

MEET OUR EVENT ORGANIZERS



Laura Sherrer-Townsend
Race Director



Phil Townsend
Timing Official



Eva Chalmers
Secretary



Erica Kam
Race Logistics Coordinator



Charissa Scott
Grants Coordinator



Kathy McCullagh
Treasurer



Amanda Patterson
Volunteer Coordinator



Laura Curridor
Marketing Consultant



Mike Bernas
Virtual Logistics Coordinator



Stephen Mater
Business Consultant



Bo Townsend
Webmaster





THANK YOU!

