



# CALGARY CORPORATE CHALLENGE

WHERE WORK COMES TO PLAY

September 10 – 25, 2010

*Celebrating 15 years of fun and friendly competition!*

## ***Benefits of CCC Sponsorship***

There are many benefits in becoming a sponsor and CCC is proud to offer a wide range of opportunities. Some of the advantages would include the enhancement of your company's **reputation**, increased **exposure** in the community, and an increase in the **company pride** felt amongst your staff.

### **Your Image**

Reinforce all the right messages about your corporate image by aligning your company with a professionally managed, volunteer-driven event that personifies **team building, health and fitness, lasting friendships** and above all **"the spirit of the game."**

### **Right Place**

With over 180 companies and 20,000 participants, spectators, and volunteers, your company can showcase their products and services in front a captive audience of potential customers and existing clientele. Sponsors have the unique opportunity to link their name with our dynamic organization, which continuously strives to find mutual benefits for our sponsors and our participants.

### **Community Involvement**

CCC proudly supports the Heart and Stroke Foundation, Canadian Blood Services, Calgary Food Bank, The Mustard Seed and KidSport Calgary. Since 2000, Calgary Corporate Challenge has raised over **\$4.2 million for the community!**

For further sponsorship details please contact:

**Lindy Bowler**  
**Games Manager**  
**403-251-6641**

[lindyb@calgarycorporatchallenge.com](mailto:lindyb@calgarycorporatchallenge.com)

The 2009 Calgary Corporate Challenge Games were brought to you by:



# 2010 Sponsorship Levels

Calgary Corporate Challenge is pleased to be able to offer a wide range of sponsorship opportunities, which vary in price and promotion. We strive to find the right fit to ensure that your company is able to best achieve your sponsorship objectives.

If there is an event or sponsor level that is of interest to you, please contact Lindy Bowler to discuss your options. Sponsorship availability is subject to change.

## Calgary Corporate Challenge Games (Sept 10 – 25, 2010)

### \$12,000 Corporate Sponsor

#### *The 2010 Games are brought to you by:*

- This package is the biggest bang for your sponsorship buck.
- Logo and name appears in a wide array of marketing materials.
- Industry exclusivity at the Corporate Sponsor level.
- Year round promotions and advertising exposure.
- Opportunities to market your company and network with sponsors, volunteers and participating companies.

### \$ 7,500 Special Event Sponsor – Kick-Off Pep Rally, Family Day, CCC Idol / Midway Party, Closing Ceremonies

- Capitalize on large crowds of people and exposure.
- Become the title sponsor of one of our special events and receive the promotional recognition and on-site benefits that go with that event.

### \$ 5,000 Sporting Event Sponsor – Basketball, Beach Dodgeball, Cribbage, Foosball, Laser Tag and Urban Orienteering

- Become the title sponsor of one of the twenty-one sporting events and receive the promotional recognition and on-site benefits that go with that event.

## Stand Alone Events

### \$ 8,000 Human Bonspiel (tentatively Jan 27 – Feb 10, 2010)

- Become the title sponsor of this unique Winter Event which runs over the noon hour, at Olympic Plaza.

### \$ 5,000 Brain Freeze Winter Trivia (Tuesday, March 16, 2010)

- Become the title sponsor of this popular Winter Event.

### \$ 5,000 Golf Tournament (tentatively the 2<sup>nd</sup> week of June, 2010)

- Become the title sponsor.

## Other

### \$ 5,000 Program Sponsor – Vehicle, Officials and Referees, Company Coordinator Recognition, Race Food and Beverage

- Specific promotions and exposure varies according to program.

### \$ 3,000 Website Photo Gallery Sponsor

- Capitalize on the most visited spot on the CCC website.
- ***Please note that entry into the Games is not a part of this package.***

### \$ 2,500 Friends of the Games

- Aimed at companies already in the Games who are interested in increasing their exposure and involvement.
- ***Please note that entry into the Games is not a part of this package.***