



## SPONSORSHIP OPPORTUNITIES

The [Calgary Police Half Marathon](#) is about bringing the Calgary community together and providing opportunities for local businesses to get involved.

In 2020, The Calgary Police Half Marathon held a virtual run, in response to ongoing provincial health restrictions due to the pandemic. We are proud that over 1,000 runners participated despite the change in race format. For 2021, we are planning an in-person race on October 3, but we are ready to manage any restrictions that could force us into a different format. We're confident our loyal racers will continue to participate in the 41<sup>st</sup> Calgary Police Half Marathon and we look forward to another great event.

The purpose of sponsorship is to help recover costs associated with putting on such a large event as well as offer businesses brand exposure. The Calgary Police Half Marathon also support two local organizations: [Mount Royal University Bursary Program](#), awarded to students in the Bachelor or Arts, Bachelor of Health and Physical Education and Social Work programs. It also supports the [Calgary Police Youth Foundation](#), which educates children and youth about good citizenship, safe communities, policing and avoiding victimization and criminality

We are pleased to provide a number of unique sponsorship levels to fit any budget. In exchange for your investment, we will provide opportunities to display your company logo and get involved in the event through on-site activation.

In the spirit of tradition and as a tribute to the courageous members of the Calgary Police Service, we have created categories that reflect police rank and protocol.

### Chief Sponsor

*1 available - SOLD - \$2500.00*

As Chief Sponsor, your business will benefit from having top billing for the Calgary Police Half Marathon. The Chief of Police oversees all aspects of the Calgary Police Service.

Value of sponsorship investment:

- Recognition on event website and event signage
- Business logo on race numbers
- 8 complimentary race registrations
- Recognition on sponsor thank you sign
- Post-Event Thank you email blast
- One promotional tent on-site
- Recognition on signage at package pick up
- Recognition on registration table

- Recognition on main stage
- Logo on participant medal lanyards
- Opportunity to have event promotional video filmed at your place of business

## **Sergeant Sponsor**

A Calgary Police Sergeant leads by example, enforces service policies and motivates the officers under their command.

*2 Available - \$1500.00*

Value of sponsorship investment:

- Recognition on event website and event signage
- Recognition on Volunteer T-shirts
- 4 complimentary race registrations
- Recognition on sponsor thank you sign
- Post-Event Thank You email blast
- One promotional tent on-site
- Recognition on signage at package pick up

## **Constable Sponsor**

A Calgary Police Constable is the first rank in the service, following recruit class. These members can usually be found on the front lines, keeping our community safe.

*6 Available - \$1,000.00*

Value of sponsorship investment:

- Recognition on event website and event signage
- 2 complimentary race registrations
- Recognition on sponsor thank you sign
- Post-Event Thank you email blast
- Opportunity to distribute promotional materials at race package pick up

## **Medal Sponsor**

The Calgary Police Half Marathon has some of the most unique medals in the race community. If you would like your name on the medals, this is a great opportunity for maximum exposure.

*1 Available - SOLD - \$2000.00*

Value of sponsorship investment:

- Recognition on event website and event signage
- 4 complimentary race registrations

- Recognition on sponsor thank you sign
- Post-Event Thank you email blast
- Logo on participant medal lanyards