



## Sponsorship Package

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### About the Event

On Sunday, May 3, 2026, the community will gather for the Hike for Hospice. This family-friendly walk raises funds for Valley Hospice and Palliative Care programs, is an opportunity to raise awareness about hospice and palliative care, and to honour the memory of loved ones.

Our goal is to raise \$50,000 this year!

- 2025 Hike: 250+ participants and \$66,635 raised
- 2024 Hike: \$34,600 raised
- Funds directly support hospice care, grief support, and palliative programs in our community

This event has become a tradition of hope, remembrance, and community spirit. With your sponsorship, we can expand our impact and ensure every family facing end-of-life receives the care they need.

The Hike for Hospice kicks off National Hospice Palliative Care Week in Canada.

### Why Sponsor?

- **Visibility:** Connect with hundreds of participants, volunteers, and supporters on event day, plus thousands more through social media and local press.
- **Community Leadership:** Show your commitment to families in the Annapolis Valley.
- **Brand Recognition:** Prominent logo placement, media mentions, and recognition across our platforms.
- **Employee Engagement:** Rally your team to join the hike and see firsthand the impact of your support.

### Sponsorship Opportunities

#### 🌟 Presenting Sponsor — \$2,500

- Event naming rights: "Hike for Hospice Annapolis Valley presented by [Your Company]"
- Logo placement: event t-shirts, posters, website (largest size)
- Recognition in all media and press releases
- Podium recognition & speaking opportunity at opening ceremonies
- Dedicated social media spotlight (pre-event & post-event)

#### 💖 Major / Hero Sponsor — \$1,500

- Large logo on t-shirts, posters, banners, and website
- Recognition in select media materials and social posts
- Podium thank-you during opening ceremony

### ♥ Champion Sponsor — \$750

- Medium logo on banners, website, and select printed materials
- Recognition in social media thank-you post

### ♥ Local Business / Bronze Sponsor — \$300

- Small logo on event signage and website
- Recognition in event program and thank-you post

### ♥ Community / Friend Sponsor — \$150





- Business or individual name listed on website and event program
- Recognition at the hike closing thank-you

### ✂ In-Kind Sponsorship

Donations of goods or services (printing, food, equipment, prizes) are welcomed. Recognition benefits will align with the cash-equivalent value of your gift.

### 🌿 Event Feature Sponsorships

In addition to our main sponsorship levels, we offer several unique ways for businesses and community partners to support the Hike for Hospice through sponsorship of key event features.

Sponsorship Opportunity	Amount	Recognition & Benefits
 Presenting T-Shirt Sponsor	\$2,000	Logo featured prominently on the back of participant and volunteer t-shirts, website & social media recognition, event-day mention, 2 registrations.
 Water Station Sponsor	\$200	Logo signage at a water station, option to host station, recognition online & on event day, 2 registrations.
 Snack/BBQ/Food Truck Sponsor	\$500-\$1,000	Logo signage at refreshment area, recognition on social media and at event.
 Photo Booth Sponsor	\$750-\$1,000	Logo on photo backdrop, digital photos shared online with credit.