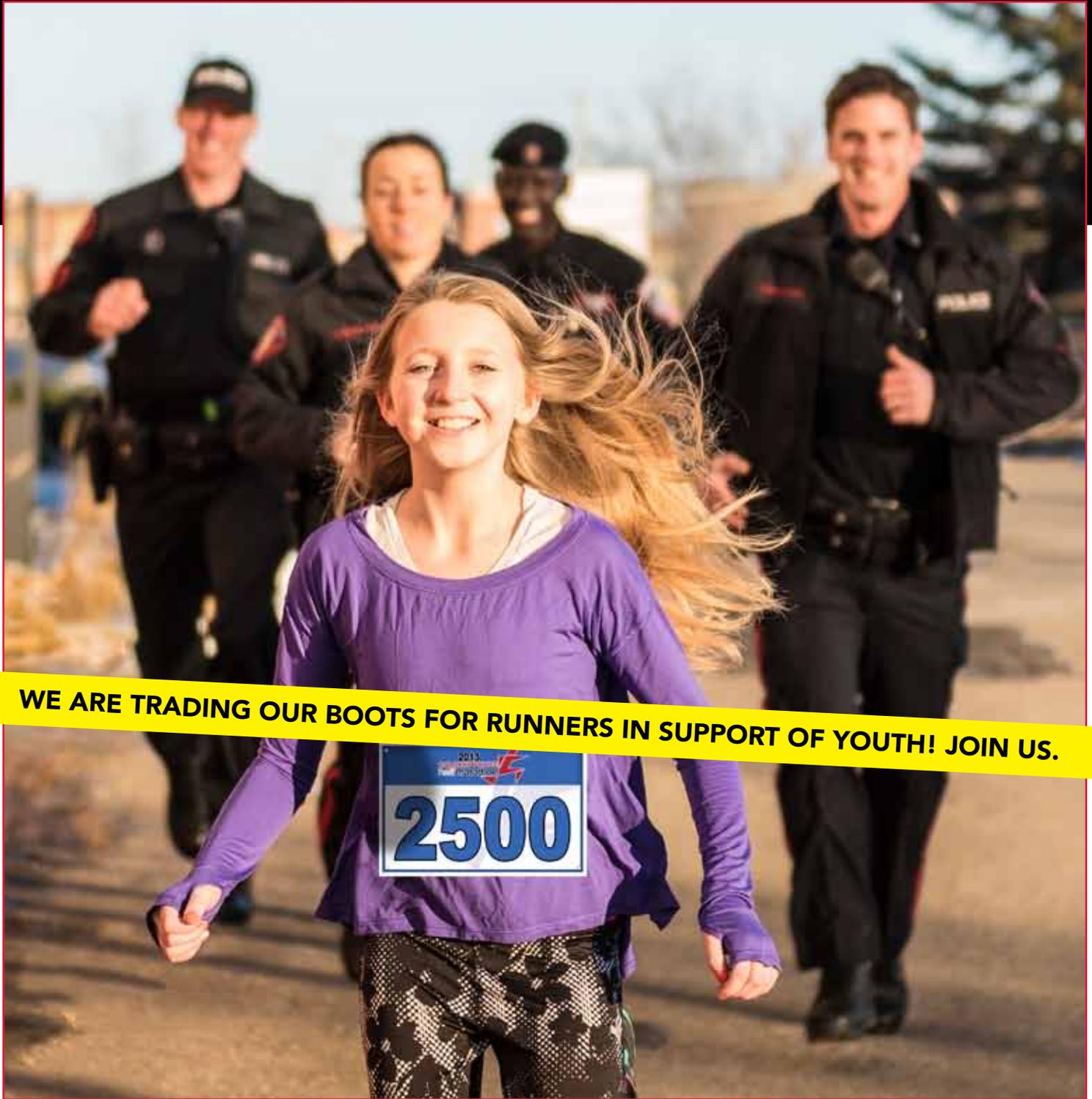


2017
**CALGARY POLICE
HALFMARATHON**



WE ARE TRADING OUR BOOTS FOR RUNNERS IN SUPPORT OF YOUTH! JOIN US.

2017
CALGARY POLICE
2500

————— **37TH ANNUAL** —————
CALGARY POLICE HALF MARATHON

April 30, 2017

Sponsorship opportunities supporting:



THE EVENT

Viewed by many as the first major run of the season, this run has a following like few others. Often the race becomes a true test of character with the ever changing weather conditions in Calgary.

The origins of the Calgary Police Half Marathon trace back to a conversation between two police officers in 1979 who, while running, commented that Calgary did not have a half-marathon competition. Little did they realize they had started something in 1980 that would become a fixture of the Calgary road running scene.

Last year, over 1,700 people gathered to race, run and walk amongst many Calgary Police Service (CPS) members. In the past a Marvel special super hero even participated!

The event continues to support Mount Royal University (MRU) with scholarships for its generosity of the event venue.

The Calgary Police Half Marathon is also pleased to support the Calgary Police Foundation (CPF). This will be achieved through sponsorships, a pledge program, and the new Rookies & Legends route full of fun surprises for young and old.

THE CALGARY POLICE FOUNDATION

The Calgary Police Foundation was created to allow the Calgary Police Service (CPS) to work more closely with the community in developing programs which better address the needs of children, high risk youth, and their families.

The programs have been hugely successful: boosting youth academic scores, educating youth in order to prevent risky behaviour and criminal activity, and intervening at critical times in their lives.

CPF, together with CPS, believes that if youth are educated with the facts, they will make good decisions. We have an obligation to present those facts so when faced with a situation involving drugs, bullying, or recruitment into gangs, they are aware of the consequences.

CPF has provided funds necessary to achieve these goals because these programs are NOT traditionally funded by government. Funding also facilitates the merging of key agencies, police, social services, health care, school boards, as well as the United Way and other not-for-profits. This facilitates services into programs where agencies work together in the best interests of youth - the successes have been phenomenal.



CPF FUNDED PROGRAMS

CPF funds six dynamic programs impacting tens of thousands of children.



Calgary Police Interpretive Centre: an interactive learning centre which guides youth through an immersive educational experience, teaching important lessons about drugs, gangs, bullying, healthy relationships, and cyber safety. In its first three months of operation in 2015, YouthLink doubled the capacity from its previous centre, and continues to receive overwhelming positive feedback from students, teachers, parents and the public.



The Integrated School Support Program: an intensive school-based program for communities in Calgary where more young people are at risk. ISSP has been successful in changing attitudes towards police, reducing high-risk behaviours, and helping students thrive. In June 2016, it finished the second year of the two year pilot project which saw improved academic scores, increased positive awareness of police, and a decrease in aggressive behaviours. It is now an ongoing program.



Multi-Agency School Support Team: an early-intervention initiative, MASST supports children five to 12 years of age who are exhibiting behavior that puts them at risk. Children and their families work closely with teams of professionals, often for extended periods.



Youth at Risk Development Program: reducing gang activity is a priority for the Calgary Police Foundation. For young people who are affiliated with gangs or at risk of gang involvement, YARD offers an escape to a healthier, safer, more productive life.



Calgary Police Cadet Corps: a youth program based on the Canadian military cadet programs, the Cadet Corps fosters leadership abilities, cultural tolerance and career development. In 2015, this program saw an increased number of young people develop important social, academic, and physical skills.



Power Play: a free, weekly, drop-in hockey program that engages youth ages six to 17 and their families. In diverse and marginalized Calgary communities, the program helps foster trust and understanding between youth and police. The program expanded in 2016 to include a soccer program in the summer months.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$30,000

Your company will be highly associated with CPS through the Calgary Police Half Marathon with the following exposure:

- Presented by: your Logo (following the Calgary Police Half Marathon logo) on:
Websites, collateral, and signage
- Logo on event shirts for:
Half Marathon, 10 Km Run, and 5 Km Walk & Run
- Logo on award lanyards for:
Half Marathon, 10 Km Run, and 5 Km Walk & Run
- Logo prominently displayed on participant bags
- Display three corporate banners at the event
- Opportunity to activate at event
- Logo on Calgary Police Foundation Annual Donor Monitor for one year (in CPS Headquarters lobby)
- 15 complimentary registrations
(including a CPS officer as honorary captain and available for a team training run)
- Provide 200 items at \$5 or less for Rookies & Legends participants
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$28,500

2018 - \$30,000

2019 - \$35,000

PLATINUM: \$10,000

Your company will be significantly associated with CPS through the Calgary Police Half Marathon with the following exposure:

- Logo on event sponsorship banner, website, and participant bags
- Display two corporate banners at the event
- Opportunity to activate at the event, outside and in MRU gymnasium Fun Zone
- Logo on Calgary Police Foundation Annual Donor Monitor for one year (in CPS Headquarters lobby)
- 6 complimentary registrations
- Right of refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$9,000

2018 - \$10,000

2019 - \$11,000



SPONSORSHIP OPPORTUNITIES

ROOKIES & LEGENDS: \$7,500

Be a community leader in this sponsorship which includes young children and our super seniors who do not typically participate in traditional running and walking events. Rookies & Legends includes a shortened loop filled with activities, incentive items every 100 m, and medals for everyone.

- Logo on event sponsorship banner and website
- Logo on lanyard to Rookies & Legends medals
- Logo on Rookies registration gift
- Display one corporate banner in the Rookies & Legends area
- Opportunity to activate at event in the Rookies & Legends area or MRU gymnasium Fun Zone
- 4 complimentary registrations
- Provide 200 items at \$5 or less for Rookies & Legends participants
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$6,500 | **2018 - \$7,000** | **2019 - \$7,500**

FUN ZONE: \$5,000

Prominent logo placement in the Fun Zone, located throughout MRU's gymnasium, where participants gather post-event for refreshments, activities and awards presentation.

- Logo on event sponsorship banner and website
- Logo on signage in Fun Zone
- Display one corporate banner at the event
- Opportunity to activate at event in the MRU gymnasium Fun Zone
- 4 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$4,000 | **2018 - \$4,500** | **2019 - \$5,000**

VOLUNTEER: \$4,000

Supporting volunteers is imperative. Volunteers reduce the cost of executing an event increasing CPF's ability to raise important funds. They bring their smiles, time and expertise, working hard to support others. You will have prominent logo placement in the Volunteer area, and personally thank over 300 volunteers.

- Logo on event sponsorship banner and website
- Logo on signage in Volunteer area
- Logo on Volunteer gift packaging
- Display one corporate banner at the event
- Opportunity to activate at event
- 4 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$3,500 | **2018 - \$4,000** | **2019 - \$4,500**

SPONSORSHIP OPPORTUNITIES

PHOTOGRAPHY: \$4,000

Your photographs will receive significant focus with all participants.

- Logo on event sponsorship banner and website
- Logo on photography station and digital transmission
- Display one corporate banner at the event
- 4 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$3,500 | **2018 - \$4,000** | **2019 - \$4,500**

REGISTRATION: \$3,000

The event can accommodate over 3,000 participants and your logo will be highlighted.

- Logo on event sponsorship banner, website and registration section
- Logo on registration signage
- Display one corporate banner at the event
- 2 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$2,500 | **2018 - \$3,000** | **2019 - \$3,500**

PODIUM: \$2,500

Presented in the MRU gymnasium, awards are provided to winners in the Half Marathon, 10 Km Run, and the 5 Km Walk & Run.

- Logo on event sponsorship banner and website
- Logo on podium signage
- Display one corporate banner at the event
- 2 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$2,000 | **2018 - \$2,500** | **2019 - \$3,000**

PLEDGE PROGRAM: \$2,000

The introduction of a Pledge Program for both individuals and teams will help generate significant funds for CPF. Taxable Donation Receipts will be provided to donors who pledge to participants. Prizes for the top fundraisers in both the Individual and Team categories will be provided.

- Logo on event sponsorship banner, website and pledge section
- Logo on podium signage
- Display one corporate banner at the event
- 2 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$1,750 | **2018 - \$2,000** | **2019 - \$2,250**

SPONSORSHIP OPPORTUNITIES

START & FINISH LINE: \$3,000

You will be seen at the Start & Finish line, where the event receives significant focus.

- Logo on event sponsorship banner and website
- Logo at Start & Finish Line signage
- Logo at Broadcasting area at Start & Finish Line
- Display one corporate banner at the event
- 3 complimentary registrations
- Right of first refusal for 2018, or 2020 if three-year commitment signed

Three-year commitment investment opportunity:

2017 - \$2,500

2018 - \$3,000

2019 - \$3,500

WATER STATIONS ON RACE ROUTE: \$500 EACH (5 available)

There are five water stations at the event. You may choose one or all five.

- Logo on event sponsorship banner and website
- Bring one corporate banner to display at each water station
- Right of first refusal for 2018 event

SIGNAGE & PRINTING: \$2,500 GIFT IN KIND

Production of CPF sponsorship signage for the event, including banner with sponsor logos.

- Logo on event sponsorship banner and website
- 3 complimentary registrations
- Right of first refusal for 2018 event

DONATIONS

Please join us by donating items we require for the event. We deeply appreciate your support and will include your name on the CPF website in the Calgary Police Half Marathon section for six months.

INCENTIVE ITEMS FOR ROOKIES & LEGENDS

We require ten sets of 110 items for both the Rookies and the Legends loops. Every 100 m they will receive an incentive item to collect. These are provided to either the junior participants or legends (your choice) who register.

PRIZES FOR PLEDGE PROGRAM

We require six prizes for participants and teams who collect pledges. Pledges help CPF raise substantial funds and this is an opportunity to thank the highest fundraisers in first, second, and third of most funds raised in both categories: Individuals and Teams.

CONTACT

Thank you for considering support to CPF through the Calgary Police Half Marathon. You can find out more about the Foundation at: www.CalgaryPoliceFoundation.ca

For more information on the Calgary Police Half Marathon please visit: <http://halfmarathon.cpssevents.ca/> or contact Marla Cohen, Director of Resource Development, 403-428-8020, mcohen@calgarypolice.ca