

★ **SPONSORSHIP OPPORTUNITIES** ★***Cruising for a Cause*****Why support the Cancer Assistance Program?**

The Cancer Assistance Program (CAP) is a community-based, not-for-profit organization, providing FREE services to ease the physical, emotional, and economic impact of all those affected by cancer in the greater Hamilton area. Supports continue for as long as individuals require them. With no sustainable government funding, CAP is challenged each year with raising more funds to meet our community's demand and we cannot do it alone.

**SOLD!****DIAMOND  
LEVEL**Presenting  
Sponsor**Presenting Title Sponsor | \$20,000***Prominent presenting sponsor logo and a complimentary table of 8*

- Prominent logo placement on marketing materials, event website, social posts and livestream
- Mentioned in all event media; television, radio, print and press releases
- Social media posts (minimum 3) mentioning and tagging sponsor across all CAP social channels
- Opportunity to provide greetings via in person or pre-recorded video at the event
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

**PLATINUM  
LEVEL****Experience Bundle or Dinner Sponsor | \$10,000***Prominent logo as the experience bundle OR dinner sponsor and a complimentary table of 8*

- Prominent logo placement on marketing materials, event website, social posts and livestream
- Mentioned in all event media; television, radio, print and press releases
- Social media posts (minimum 3) mentioning and tagging sponsor across all CAP social channels
- Opportunity to provide greetings via in person or pre-recorded video at the event Recognition in Annual Report, Community Newsletter and Partner's Page on website



# SPONSORSHIP PROPOSAL



## GOLD LEVEL

### AV SPONSOR | \$7,500

*Prominent logo as AV sponsor and 4 in-person tickets*

- Prominent logo placement on marketing materials, event website, social posts and livestream
- Mentioned in all event media; television, radio, print and press releases
- Social media posts (minimum 3) mentioning and tagging sponsor across all CAP social channels
- Opportunity to provide greetings via in person or pre-recorded video at the event
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

SOLD!

## SILVER LEVEL

### ENTERTAINMENT SPONSOR | \$5,000

*Prominent logo as the entertainment sponsor and 2 in-person tickets*

- Prominent logo placement on marketing materials, event website, social posts and livestream
- Logo placement on event website, social posts and livestream if offered
- Social media posts (minimum 3) mentioning and tagging sponsor across all CAP social channels
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

## BRONZE LEVEL

### SILENT AUCTION OR MYSTERY ENVELOPE SPONSOR | \$2,500

*Logo on silent auction platform OR on mystery envelopes*

- Logo placement on event website, social posts and livestream if offered
- Social media posts (minimum 3) mentioning and tagging sponsor across all CAP social channels
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

SOLD!

## COMMUNITY LEVEL

### TABLE SPONSOR | \$2,000

*Logo on table signage at the event and receive a table of 8 for yourself & guests or donate to CAP Volunteers*

- Name placement on event website, social posts and livestream

## FRIEND LEVEL

### FRIEND SPONSOR | \$500 - UNLIMITED

*Logo on signage at the event*

- Name placement on event website, social posts and livestream