



Cancer Assistance
PROGRAM

SPONSORSHIP OPPORTUNITIES

2026 EVENTS

SPRING FLING | CARE WALK & ROLL | GOLF CLASSIC | GALA



cancerassist.ca



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Spring Fling

MARCH 20

400+ attendees join CAP, at the Royal Canadian Legion Branch 163, for a casual evening of food, music, games, dancing, celebration and fundraising!

CARE Walk & Roll

MAY 23

5km Walk, Run or Roll, with meet up locations at the CAP Office or in Binbrook.

GOLF CLASSIC

AUGUST 11

The Golf Classic includes 18 holes at Dundas Valley Golf & Curling Club with carts, dinner, snacks, specialty holes, on-course experiences, prizes and more!

CAP'S GALA

NOVEMBER 12

An evening at Liuna Station featuring fine dining, entertainment, and community impact.



Sponsorship Levels

Choose a level to be a sponsor at every event or choose a la carte within each level.



DIAMOND LEVEL

\$40,000

- **SPRING FLING** - Presenting Sponsor \$5,000 **SOLD!**
- **CARE WALK & ROLL** - Presenting Sponsor \$5,000 **SOLD!**
- **GOLF CLASSIC** - Presenting Sponsor \$10,000 **AVAILABLE**
- **GALA** - Presenting Sponsor \$20,000 **SOLD!**



PLATINUM LEVEL

\$20,000

- **SPRING FLING** - Entertainment or Venue Sponsor \$2,500 **SOLD!**
- **CARE WALK & ROLL** - Registration or Silent Auction Sponsor \$2,500 **SOLD!**
- **GOLF CLASSIC** - Celebration Sponsor \$5,000 **SOLD!**
- **GALA** - Dinner Sponsor \$10,000 **AVAILABLE**



GOLD LEVEL

\$13,500 - \$15,000

- **SPRING FLING** - Ticket Sponsor \$2,000 **SOLD!**
- **CARE WALK & ROLL** - Meet Up Location Sponsor \$2,000 **AVAILABLE**
- **GOLF CLASSIC** - Gift Sponsor \$3,500 **SOLD!**
- **GALA** - Venue Sponsor or AV Sponsor \$6,000 - \$7,500 **SOLD!**



SILVER LEVEL

\$8,000

- **SPRING FLING** - Hospitality or Silent Auction Sponsor \$1,500 **SOLD!**
- **CARE WALK & ROLL** - Why I Care Bib Sponsor \$1,500 **SOLD!**
- **GOLF CLASSIC** - Golf Cart, Beverage or Driving Range Sponsor \$2,000 **AVAILABLE**
- **GALA** - Reception or Entertainment Sponsor \$3,000 **RECEPTION SOLD!**

Sponsorship Levels

Choose a level to be a sponsor at every event or choose a la carte within each level.

BRONZE LEVEL

\$5,000

- **SPRING FLING** - Game Sponsor **\$500** **SOLD!**
- **CARE WALK & ROLL** - Route Marker Sponsor **\$1,000** **AVAILABLE**
- **GOLF CLASSIC** - Specialty Hole Sponsor **\$1,000** **AVAILABLE**
- **GALA** - Silent Auction or Mystery Envelope Sponsor **\$2,500** **SOLD!**

COMMUNITY LEVEL

\$2,775 - \$3,000

- **SPRING FLING** - Prize Table Sponsor **\$250** **SOLD!**
- **CARE WALK & ROLL** - Prize Table Sponsor **\$250** **AVAILABLE**
- **GOLF CLASSIC** - Hole Sponsor, 1 Sign or 2 Signs Front & Back Holes **\$275 - \$500** **AVAILABLE**
- **GALA** - Table Sponsor **\$2,000** **AVAILABLE**

FRIEND LEVEL

\$1,000 - \$1,500

- **SPRING FLING** - Friend Sponsor **\$175** **AVAILABLE**
- **CARE WALK & ROLL** - Friend Sponsor **\$150** **AVAILABLE**
- **GOLF CLASSIC** - Friend Sponsor **\$175** **AVAILABLE**
- **GALA** - Friend Sponsor **\$500 - \$1,000** **AVAILABLE**



Sponsorship Benefits

DIAMOND LEVEL

Presenting Sponsor

- Spring Fling Specific:** Prominent presenting sponsor logo and table of 8 guests
CARE Walk & Roll Specific: Prominent presenting sponsor logo and walk team up to 10 participants
Golf Classic Specific: Prominent presenting sponsor logo, golf foursome and VIP parking
Gala Specific: Prominent presenting sponsor logo and table of 8 guests
- Prominent logo placement on marketing materials, event website, social posts and livestream if offered
 - 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
 - Opportunity to include branded materials in swag bags if available
 - Recognition in Annual Report, Community Newsletter and Partner's Page on website

PLATINUM LEVEL

- Spring Fling Specific:** Prominent logo as entertainment OR venue sponsor and 4 tickets
CARE Walk & Roll Specific: Prominent logo on registration website OR silent auction platform and walk team up to 5 participants
Golf Classic Specific: Prominent logo as the celebration sponsor, golf foursome and VIP parking
Gala Specific: Prominent logo as the dinner sponsor and table of 8 guests
- Prominent logo placement on marketing materials, event website, social posts and livestream if offered
 - 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
 - Opportunity to include branded materials in swag bags if available
 - Recognition in Annual Report, Community Newsletter and Partner's Page on website

GOLD LEVEL

- Spring Fling Specific:** Prominent logo on event tickets and registration website and 2 tickets
CARE Walk & Roll Specific: Prominent logo on meet up location promotion, opportunity to host one of the meet up locations and a walk team up to 5 participants
Golf Classic Specific: Prominent logo on golfer gift and 2 golfers
Gala Specific: Prominent logo as venue sponsor OR AV sponsor and 4 tickets
- Prominent logo placement on marketing materials, event website, social posts and livestream if offered
 - 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
 - Opportunity to include branded materials in swag bags if available
 - Recognition in Annual Report, Community Newsletter and Partner's Page on website

Sponsorship Benefits

SILVER LEVEL

Spring Fling Specific: Prominent logo on food tables OR silent auction

CARE Walk & Roll Specific: Custom graphic on “Why I Care” walk bib

Golf Classic Specific: Prominent logo on all golf carts OR on beverage carts and drink tickets OR on the driving range

Gala Specific: Prominent logo as the reception sponsor OR entertainment sponsor at the event and 2 tickets

- 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
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, Community Newsletter and Partner’s Page on website

BRONZE LEVEL

Spring Fling Specific: Prominent logo on game signage

CARE Walk & Roll Specific: Logo on route marker signage

Golf Classic Specific: Logo on larger signage at designated specialty hole and opportunity to host the hole

Gala Specific: 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
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, and Community Newsletter

COMMUNITY LEVEL

Spring Fling Specific: Logo on prize table

CARE Walk & Roll Specific: Logo on prize table

Golf Classic Specific: Logo on signage at designated hole, 1 sign or 2 signs on the front & back holes

Gala Specific: Logo on your table at the event and a complimentary table of 8

- Name placement on event website, social posts and livestream if offered
- Opportunity to include branded materials in swag bags if available

FRIEND LEVEL

Name placement on event website, signage, social posts and livestream if offered

WHY SUPPORT CANCER ASSISTANCE PROGRAM?

In 2025 CAP registered over 1,500 new clients and supported over 2,200 active clients.

The Cancer Assistance Program (CAP) is a community-based, not-for-profit organization offering free services for individuals and families affected by cancer, living in the greater region of Hamilton and surrounding communities. The services offered by CAP are practical and tangible in nature, with a focus on creating access and removing barriers, promoting personal safety, reducing or eliminating financial burden, and offering individuals with cancer the opportunity to live more comfortably, with dignity and improved emotional health. The mission of CAP is to support, educate, and empower individuals and families touched by cancer through programs and services provided free of charge.

Services include transportation to and from medical appointments, loans of home health equipment, limited access to parking for cancer-related appointments at the Juravinski Cancer Centre (JCC) and Juravinski Hospital, monthly issuances of adult incontinence products and oral nutritional supplements, as well as wigs, breast prostheses, and mastectomy bras. All services are available free of charge for as long as needed. The Cancer Assistance Program receives no sustainable government funding and relies greatly on the generosity of the community and the proceeds of special events held throughout the year.

Sponsorship plays a vital role in ensuring CAP can continue to meet the growing needs of the community. Through event sponsorships, partners help sustain CAP's essential services while aligning their organization with a trusted, community-based charity. Multi-event sponsorships go beyond a financial contribution—they foster a shared mission to provide unwavering support. CAP's partners help ensure its legacy of care and compassion continues, sending a clear message that supporting CAP is an investment in strengthening our community and the people within it. As a multi-event sponsor, your organization receives recognition all year long.

With over 4,500 followers across CAP's social media channels and strong event participation throughout the year, joining CAP as a sponsor for one or more of our 2026 events offers meaningful visibility while making a lasting impact.

