



In Support of _____



SPONSORSHIP PACKAGE

September 13, 2025 | Sandman Signature Edmonton Downtown Hotel | Edmonton, AB



Wellspring Alberta is a place where people living with cancer and their loved ones can go to find help, support, and community. At Wellspring, you can learn how to take care of yourself, feel better physically and mentally, and connect with others who understand what you're going through.

Hearing the words “you have cancer” is life-changing.

Approximately, 60 Albertans are diagnosed with cancer every day, and 80% have significant physical, emotional, and financial challenges that go well beyond the important medical treatments they receive in hospital. That's where Wellspring fits in.

Wellspring Alberta is a registered charity offering free programs for cancer patients, caregivers, and their families designed to provide connection and belonging; ease pain, fatigue and distress; build strength and mobility; and support financial and workplace challenges. At Wellspring, people living with cancer will find over 70 evidence-informed programs, for themselves or their loved ones, that improve physical and mental health.

At Wellspring Alberta, we believe that everyone should have access to the support they need to live well with cancer.

All of our programs and services are offered free of charge. We rely on the support of our community to make this possible.



**Are you ready to go over the
edge for Wellspring Alberta?**

About the event

Get ready to take fundraising to new heights—literally! The Skyline Rush Challenge is a one-of-a-kind urban rappel experience in the heart of downtown Edmonton in support of Wellspring Alberta. This adrenaline-pumping event gives brave individuals the chance to rappel over 265 feet from the rooftop of the Sandman Signature Edmonton Downtown Hotel, all while raising funds to support Albertans living with cancer and the people who care for them.

Whether you're an adventure-seeker, a passionate supporter, or just looking to cross something bold off your bucket list, this is your moment. No experience is necessary—just courage, commitment, and a big heart.

Join us on Saturday, September 13, 2025.

Doors open 8 a.m. to 4 p.m. Rain or shine!



Sponsor Levels

\$15,000 | Presenting Sponsor

Leading the way, we're elevating cancer support to new heights of hope and healing.

Sponsor benefits:

- Exclusive rights to Presenting sponsorship
- Includes 4 rappel spots (two spots on Friday, September 12; two spots on Saturday, September 13)
- Photo of your team rappelling, including rights to use image for corporate promotion
- Prominent logo placement on event day signage
- Prominent logo placement on event t-shirts
- Logo recognition on digital displays at Sandman Hotel and Edmonton House (duration TBC)
- Logo on pictures taken at the photobooth
- Company name recognition on social media posts (pre and post event)
- Wellness Education Session hosted at the Wellspring office for your team
- Opportunity to include a promotional item in swag bags
- Recognition on event website



Sponsor Levels

\$10,000+ | Rooftop Trailblazer Partners

Helping those facing cancer reach the peak of hope — because no one has to face it alone.

Choose between:

- **Rooftop Sponsor**
- **Helmet Sponsor**
- **T-Shirt Sponsor**

Sponsor benefits:

- Includes 3 rappel spots (one spot on Friday, September 12; two spots on Saturday, September 13)
- Photo of your team rappelling, including rights to use image for corporate promotion
- Company logo displayed on event day signage
- Logo recognition on event t-shirts
- Company name recognition on social media posts (pre and post event)
- Opportunity to include a promotional item in swag bags
- Recognition on event website

\$5,000+ | Summit Partners

Providing strength and support to the caregiver team.

Choose between:

- **Rope Sponsor (x2)**
- **Anchor Sponsor**

Sponsor benefits:

- Includes 2 rappel spots
- Photo of your team rappelling, including rights to use image for corporate promotion
- Company name displayed on event day signage
- Recognition on social media
- Opportunity to include a promotional item in swag bags
- Recognition on event website



Sponsor Levels

\$2,500+ | Basecamp Builder Partners

Together through every stage—steady support from diagnosis on.

Choose between:

- **Ground Support Sponsor**
- **Landing Zone Sponsor**
- **Volunteer Sponsor**

Sponsor benefits:

- Includes 1 rappel spot
- Photo of your company's rappeler, including rights to use image for corporate promotion
- Recognition on select event day signage
- Recognition on social media
- Opportunity to include a promotional item in swag bags
- Recognition on event website

\$1,000+ | Ascent Partner (unlimited)

Together, we lift each other through every step of the cancer journey.

Sponsor benefits:

- Recognition on select event day materials
- Opportunity to include a promotional item in swag bags
- Recognition on event website

Edge Essentials Partners (in-kind)

- **Prizes**
- **Swag Items**
- **Refreshments**

Sponsor benefits:

- Recognition on select event day signage
- Opportunity to include a promotional item in swag bags
- Recognition on event website



Please reach out to our team to discuss custom sponsorship opportunities that will help you reach your community investment goals.

Sponsorship Agreement

I AGREE TO THE FOLLOWING SPONSORSHIP CATEGORY AND LEVEL:

As a sponsor of this event, in return for my financial commitment, I understand that:

- My company will receive the benefits outlined respective to my sponsorship level
- Payment is due by no later than August 23, 2025 (unless otherwise agreed)
- To receive promotional benefits, I must provide a current electronic version of my company's logo (.eps or high resolution .pdf only) via email to communications@wellspringalberta.ca by print deadlines for print media or by August 23, 2025 to be included in all on-site signage

COMPANY
NAME:

SPONSORSHIP
CONTACT:

BUSINESS
PHONE:

CELL
PHONE:

EMAIL:

ADDRESS:

CITY:

POSTAL
CODE:

PROV:

WEBSITE:

TWITTER:

FACEBOOK:

LINKEDIN:

INSTAGRAM:

OR, I AM UNABLE TO SPONSOR BUT WOULD LIKE TO MAKE A DONATION OF:

PRINTED NAME

SIGNATURE

DATE

Please return your signed
sponsorship agreement to:
donations@wellspringalberta.ca
Charitable #: 80901 3675 RR0001

