



# **2024 Sponsorship Proposal**

**March 2024**

# Corporate Challenge is... Where Work Comes to Play!

- A three week sport and recreation event with an emphasis on fun and team work!
- Over 10,000 annual participants from Edmonton's greatest organizations!
- The best team building opportunity for companies of all sizes.
- Over 22 sporting/recreation events.
- A community event that supports many local charities and non-profit groups, including the Canadian Blood Services, the Stollery, Heart and Stroke, and many others.
- The largest amateur sporting event in Western Canada for over 30 years!



# Participating Companies in 2024

## Our roster is deep!

AECOM Canada Ltd.  
AGLC  
AHS-Edmonton  
Akash Homes  
Alberta Blue Cross  
Alberta Energy & Minerals  
Alberta Health  
Alberta Infrastructure  
Alberta Justice and Alberta Public  
Safety and Emergency Services  
Alberta Municipalities  
Alberta Pension Services  
Argus Machine Co Ltd (ARGUS)  
ASEBP  
ATB Financial  
ATCO  
Aurora Hydrogen Inc.  
Barricades and Signs Ltd.  
BDO Canada LLP  
BIS Safety Software Inc  
Black Cat Wear Parts  
Boardwalk Rental Communities  
Burke Group  
Canada Pump and Power  
Canadian National Railway  
CBRE Limited  
Centrix Control Solutions Limited  
Partnership

CGI  
Chrysalis: An Alberta Society for  
Citizens with Disabilities  
CIBC Wood Gundy - Edmonton  
City of Edmonton  
City of Leduc  
Comco Pipe and Supply  
ConeTec Investigations Ltd.  
CRNA-HAE  
Deloitte LLP  
Dexterra  
DNOW  
Duncan Craig LLP  
EDL  
Edmonton Public Schools  
Edmonton Seniors Coordinating  
Council  
Enbridge  
Environment and Climate  
Change Canada (ECCC)  
Ernst & Young LLP  
Finning Canada  
Flowserve Canada  
Fountain Tire  
Gilead Alberta  
GoA Backbone (*Ministries of  
Service Alberta and Red Tape  
Reduction, and Technology and  
Innovation*)

GOA United - *IR/CS/SCSS/MA*  
Government of Alberta-*Ministry of  
Jobs, Economy and Trade- Safe Fair  
and Healthy Workplaces*  
Graham Construction  
Gregg Distributors LP  
HGA Group  
Hi Signs  
Hi-Tech Seals Inc  
Imperial Oil  
Intact Insurance  
KPMG LLP  
Leduc County  
Legal Aid Alberta  
MacEwan University  
McLennan Ross LLP  
Melcor Developments Ltd  
Miller Thomson LLP  
Mint Health + Drugs  
Motion  
Mowbrey Gil LLP  
Myvic Property Management  
NAIT  
Nguyen Scott LLP  
NorQuest College  
nVent  
Office of the Auditor General  
Pacific Truck/Crane Carrier Canada

PCL Construction  
Peace Hills General Insurance  
PAND CPA LLP  
POWER Engineers  
Prairies Economic Development  
Canada  
Preferred Client Services Group  
Ltd.  
PulseMedica  
Raymond James Ltd.  
Reimagine Architects  
RJC Engineers  
Saputo  
Score  
Servus Credit Union  
Shell Scotford  
Silent-Aire Limited Partnership  
Spartan Controls  
Stantec  
Stream-Flo Group of Companies  
Swagelok Edmonton |  
Edmonton Valve & Fitting Inc  
Swift Oilfield Supply  
Inc.Syncrude R&D  
The Alberta Teachers'  
Association  
Univar Solutions  
Urban Systems

Venturi Engineering Solutions Inc.  
Waiward Industrial  
Wajax / Tundra  
Waste Logic Inc.  
Wika Instruments Ltd  
Willowglen Systems Inc.

# Classic Sport Partnership

## Sponsorship of a Classic Sport Includes:

- Presenting Rights to one of our classic sport properties (listed below)
  - Branding on all medal ribbons
  - Branding on rules, schedules, scoresheets and all related printed materials
  - Branding on Corporate Challenge signage at event
  - Digital and Promotional rights at event - see page 7 for all details!
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## Classic Sports

- 5K Run - SOLD
- Acts of Kindness
- Bingo
- Board Games - SOLD
- Bowling - SOLD
- Bunnock
- Chef Joey
- Crib - SOLD
- Eight Ball - SOLD
- Golf - SOLD
- Horseshoes
- Lawn Bowling
- Mario Kart
- Near-Beer Pong - SOLD
- Obstacle Course - SOLD
- Park Games
- Pickleball - SOLD
- Spike Ball - SOLD
- Team Trivia - SOLD
- "Unknown" Challenge - SOLD



# Elevated Event Partnership

## Sponsorship of an Elevated Sport, Event or Property Includes:

- Industry Exclusivity
- Presenting Rights to one of our premier properties (listed below)
- Branding on all medal ribbons
- Branding on rules, schedules, scoresheets and all related printed materials
- Branding on Corporate Challenge signage at event
- Opportunity to place brand signage at all events
- Digital and Promotional rights at event - see page 7 for all details!

## Elevated Events & Properties

- Pep Rally - May 15 - SOLD
- Park Day - June 9
- Volunteers - SOLD
- Raffle
- Spirit Award

## Elevated Sports

- Blood Donor Challenge - SOLD
- CEO Challenge - SOLD
- Scavenger Hunt - SOLD
- Slo-pitch
- Volleyball - SOLD



# Presenting Partnership

For the first time ever, Edmonton Corporate Challenge is offering Presenting Partnership rights!

## Presenting Partnership of Edmonton Corporate Challenge includes:

- Industry Exclusivity
- Presenting rights to one of Edmonton's most prestigious properties
  - Co-Branded event logo used on all collateral and advertising
  - Co-branding on all medals (on a three year term)
  - Branding on Corporate Challenge signage at all events
  - Opportunity to hand out medals and speak at all events
  - Opportunity to place brand signage at all events
- Presenting Rights to one of our Elevated properties
  - Branding on all medal ribbons
  - Branding on rules, schedules, scoresheets and all related printed materials
  - Branding on sport signage at event
- Digital and Promotional rights - see page 7 for all details!



# Partnership Packages

Assets you will receive	Classic	Elevated	Presenting
Rights: Rights to Corporate Challenge of Edmonton IP	✓	✓	✓
Rights: Category Exclusivity		✓	✓
Branding: Presenting Rights to Corporate Challenge inc. branding on all related materials and medals			✓
Branding: Elevated Event/Sport Sponsorship inc. branding on all materials and medal ribbons		✓	✓
Branding: Classic Sport Sponsorship inc. branding on all materials and medal ribbons	✓		
Branding: Opportunity to place Brand signage	At event	At event	All events
Promotional: Promotional Space with handout option	At event	At event	All events
Promotional: Opportunity to speak and hand out medals	At event	At event	All events
Digital: "Offseason" Social Media Feature or one (1) day Social Takeover during event		✓	✓
Digital: Branding on Social Media coverage of event	At event	At event	All events
Digital: Website Banner Ad	On sport page	Multiple	Multiple
Digital: E-Blast to Team Coordinators		One (1)	Two (2)
Entries: Entry Fees		✓	✓
<b>2024 Investment</b> (*plus GST, production, and activation costs)	<b>\$5,000*</b>	<b>\$12,500*</b>	<b>\$25,000*</b>

Not quite what you want? We want to make every sponsorship a true partnership. Let us customize a package that works for your company's brand.



**Come join in on  
the fun!**

## Contact us

**Liane Cournoyer**  
**Phone: 780-463-9500**  
**Email: [liane@tntevents.ca](mailto:liane@tntevents.ca)**  
**[edmontoncorporatchallenge.com](http://edmontoncorporatchallenge.com)**

2024 Elevated Partners:

