



**EDMONTON  
CORPORATE  
CHALLENGE**



**2026  
Sponsorship  
Proposal**

**October , 2025**

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



## 2025 Highlights

The 33rd Season of Edmonton and Area Corporate Challenge took place from May 14 - June 8, 2025. Excellent weather and enthusiastic participants made 2025 a season to remember!

- Twenty four events took place over 3 ½ action packed weeks.
- **NEW** events included Disc Golf and Cardiac Crash in support of Heart & Stroke Alberta
- 2025 saw increased participation - both in participating companies (100 of Edmonton's best) and participants (10,000+)
- Partnerships with local charities and businesses continue to foster an unparalleled sense of community.
- The Camp Corporate Challenge theme was a lot of fun - highlighted by the year end talent show at Park Day!!



**MAY 14 - JUNE 8, 2025**



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## *2025 Community Giving Highlights*

The companies that participate in Corporate Challenge give back to the community in big and small ways.

- Over 3600 units were donated to Canadian Blood Services during the Blood Donor Challenge
- Over \$29,000 was raised for Heart and Stroke through the Cardiac Crash
- Over \$10,000 was raised for the Stollery Children's Hospital through the Extra Life Mario Kart event
- Through our Acts of Kindness event, donations were made to:
  - The Reuse Centre
  - The YWCA
  - Edmonton's Food Bank
  - Variety - the Children's Charity of Alberta



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## 2025 Social Media Highlights

### Instagram:

**15,947** accounts were reached from March - June 2025

- 45.5% were non-followers and 54.5% were existing followers
- ECC left **104,218** impressions during this time!
- **15.8%** growth in followers in this period (**140 new followers!**)
- **2381** profile visits (up 615% from the previous 90 days)

### Twitter:

**650 followers** with an average of 51 impressions per post

### Facebook: 952 followers, 910 likes

- From March 27th - June 24th 2025 we had 20,6078 impressions, 89 reactions, 4 comments, and 3 reposts
- 3,891 of these impressions were organic, 16,787 were sponsored

### Linkedin: 273 followers

- From March 27th - June 24th 2025, we saw 30,918 views
- 26.5% of this activity was from followers, and 73.5 was from non-followers

### Demographics:

- 70% of viewers identify as female, 30% male
- Across platforms 70-80% of viewers are from the Edmonton area
- Majority between 35-44 with some on either end of that scale
- Highest interaction (comment, like etc) comes from the followers but our non-followers love to watch and follow along



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## Examples of Printed Materials



# Get Ready for 2026!!

*Season 34 is set to take place May 13 - June 7, 2026*

- We will be continuing to enhance our activities and provide even greater exposure for sponsors and partners
- Connect with us today to customize your sponsorship package
- Confirm your partnership today to ensure you get the event you want!





# 2026 Classic Sport Partnerships

## 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

## Classic Sports\*

- |                      |                            |
|----------------------|----------------------------|
| • 5K Run - SOLD      | • Lawn Bowling             |
| • Bingo              | • Mario Kart               |
| • Board Games - SOLD | • Near-Beer Pong - SOLD    |
| • Bowling - SOLD     | • Obstacle Course          |
| • Bunnock            | • Park Games               |
| • Cardiac Crash      | • Pickleball               |
| • Chef Joey          | • Spike Ball               |
| • Crib               | • Team Trivia - SOLD       |
| • Disc Golf - SOLD   | • Unknown Challenge - SOLD |
| • Eight Ball         |                            |
| • Golf - SOLD        |                            |

\*Tentative list of sports for 2026 - to be confirmed Fall, 2025



# 2026 Elevated Event Partnerships



## 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



## Elevated Events & Properties

- Pep Rally - SOLD
- Park Day
- Volunteers
- Raffle
- Spirit Award

## Elevated Sports

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





# 2026 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



# 2026 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 Company Coordinators		One (1)	Two (2)
Entries: Entry Fees		✓	✓
<b>2026 Investment</b> (*plus GST)	<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.



# Thank you to our 2025 partners!!





**Come join in on  
the fun!**

## **Contact us**

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## **2025 Elevated Partners:**

