



2026 Sponsorship Proposal

September, 2026



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



2026 Highlights

The 34th Season of Edmonton and Area Corporate Challenge took place from May 13 - June 7, 2026. While there were a few challenges with weather but teams had an amazing time travelling around the world in 26 days!

- Twenty three events took place over 3 ½ action packed weeks.
- 100 of Edmonton's best companies took part and thousands of participants came out to play, cheer, coach and volunteer
- Partnerships with local charities and businesses continue to foster an unparalleled sense of community.
- This year's theme was around the World in 26 Days and teams embraced this travel centered theme with enthusiasm and creativity



MAY 13 – JUNE 7, 2026

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2026 Community Giving Highlights

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

- Over 3900 units were donated to Canadian Blood Services during the Blood Donor Challenge
- Over \$24,000 was raised for Heart and Stroke through the Cardiac Crash
- Over \$15,000 was raised for the Stollery Children's Hospital through the Extra Life Mario Kart event



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2026 Social Media Highlights

Instagram:

13,321 accounts were reached from March - June 2026

- 46.8% were non-followers and 54.5% were existing followers
- ECC left **123,727** impressions during this time!
- **12.4%** growth in followers in this period (**133 new followers!**)
- **2,446** profile visits (up 1,099% from the previous 90 days)

X:

636 followers with an average of 30 impressions per post

Facebook: 998 followers, 910 likes

- From Jan 1st - July 7th we had 20,6078 views, 89 reactions, 4 comments, and 3 reposts
- 22,024 organic views, 98,723 ad based

Linkedin: 308 followers

- From Jan 1 - July 16 2026, we saw 48,703 impressions
 - 141 reactions and 5 comments, 1 repost
 - 426 page views, 235 unique visitors

Demographics:

- 77.1% Edmonton and area (93.1% total in Canada)
- 6.9% International audience
- 68% female audience, 32% male
- Primarily age 35-44
- Weekdays at 9am and 6pm were highest viewership

Get Ready for 2027!!



Season 35 is set to take place May 19 - June 13, 2027

- We will continue 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!



2027 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
- Opportunity for on-site activation at event



Classic Sports*

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

*Tentative list of sports for 2027 - to be confirmed Fall, 2026



2027 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
- Opportunity for on-site activation at event



Elevated Events & Properties

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

Elevated Sports

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



2027 Presenting Partnership



Edmonton Corporate Challenge is offering Presenting Partnership rights to one company!!

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



2027 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		✓	✓
2027 Investment (*plus GST)	\$5,000*	\$12,500*	\$25,000*

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 2026 partners!!





Join the fun!

Contact us

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2026 Elevated Partners:

