



Breast
Cancer
Canada



WALK-A-THON
to Mother's Day

PRESENTED BY

Naturally Vain

Visit mothersdaywalk.ca

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ABOUT THE WALK-A-THON TO MOTHER'S DAY.

Mother's Day is a special day honouring mothers and mother-figures and is celebrated every year and indifferent ways around the world. Here at Breast Cancer Canada – we get people moving!

For more than three decades, breast cancer patients and survivors, their friends, families, and everyday Canadians have been honouring our special mothers and mother-figures by raising critical funds for breast cancer research. This year alone, more than 30,000 Canadians will receive a breast cancer diagnosis. These are our mothers, grandmothers, sisters, daughters, and friends. And they are the reason we walk. We know that every step we take brings us one step closer to ending breast cancer.

Our supporters participate in individual and team fundraising efforts, rallying support and getting people moving. Some will host their own events ahead of Mother's Day, while others will choose to join a local initiative on Mother's Day. In 2024, we had more than 750 walkers attend our Mississauga event, and satellite events were hosted in other communities from coast-to-coast-to-coast. With your support, 2025 will be even more successful!

Event Details:

Sunday, May 11, 2025
Free registration at
www.mothersdaywalk.ca

Location:

Streetsville Memorial Park
335 Church St.
Mississauga, ON

Agenda:

Registration: 9 a.m.
Warm-up activity: 9:50 a.m.
Walk begins: 10 a.m.



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YOUR SUPPORT IN ACTION.

Breast Cancer Canada is dedicated to advancing breast cancer research, and thanks to the generosity of our donors and community partners, we are funding research projects across Canada!

Research has shown that breast cancer includes more than 50 distinct types, each with unique challenges. The research we fund is helping develop new diagnostic tools and treatment plans that are tailored to the patient. With advancements in personalized medicine, we are shifting from one-size-fits-all to tailored strategies, and ensuring the right treatment reaches the right patient at the right time.

With your support, we will continue to make strides toward a future where every patient has access to the most effective treatment for their unique type of breast cancer. Thank you for being a part of this important journey.

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National Reach.

Breast Cancer Canada has an active presence across Canada. Leveraging a diverse array of media platforms and promotional partnerships, BCC is reaching more audiences than ever before! This year's event is supported by our media partners the Weather Network and Y Media.

Digital Engagement.

Breast Cancer Canada has a newsletter subscription of more than 290,000 people! In addition to this, we have an active social media presence on Facebook, Instagram, X (formerly Twitter), and LinkedIn. We promote our event (and your brand) through a combination of organic and paid promotions.

Influencer Support.

In addition to our diverse collection of online followers and supporters, Breast Cancer Canada collaborates with influencers across the country to extend our reach and your brand even further.

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Sponsorship Opportunities.

PRESENTING SPONSOR

SOLD

Naturally Vain

We are committed to creating a world where self-care is not just a routine, but a celebration of self-love, self-expression, and the purest version of yourself.

Because being naturally vain is about feeling good in your own skin—inside and out.

www.naturallyvain.com

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DIAMOND SPONSOR \$25,000

- Prominent acknowledgment as a National Event Partner
- Verbal recognition during formal remarks
- Opportunity to participate in the presentation of awards
- Full-page advertisement in the digital walkprogram
- Logo recognition on an exclusive element of the walk
- 6 exclusive event walker packages
- Logo placement and link to company website on the Breast Cancer Canada and event websites - one full year
- 1 VIP table at the Mississauga walk (optional)
- Logo placement on select event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, social media, and attendee communications

PLATINUM SPONSOR \$20,000

- Prominent acknowledgment as a National Event Partner
- Verbal recognition during formal remarks
- 4 exclusive event walker packages
- 1/2 page advertisement in the digital walk program
- Logo recognition on an exclusive element of the walk
- 1 VIP table at the Mississauga walk (optional)
- Logo placement and link to company website on the Breast Cancer Canada and event websites
- Logo placement on select event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, social media, and attendee communications

Sponsorship Opportunities.

GOLD SPONSOR \$10,000

- Logo recognition on exclusive element of walk
- 2 exclusive event walker packages
- 1/4 page advertisement in the digital program
- Logo on custom table signage
- 1 table at the walk (optional)
- Logo placement on event webpage
- Logo placement on event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, and all attendee communications

SUPPORTER \$1,000

- Logo placement on event webpage
- Logo placement on event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, and all attendee communications

SILVER SPONSOR \$5,000

- 1/4 page advertisement in the digital walk program
- Logo on custom table signage
- 1 table at the walk (optional)
- Logo placement on event webpage
- Logo placement on event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, and all attendee communications

FRIENDS OF BCC \$500

- Logo placement at the event highlighting your brand as a Friend of Breast Cancer Canada
- Company/name listed in post-event newsletter

BRONZE SPONSOR \$2,500

- 1/4 page advertisement in the digital walk program
- Logo placement on event webpage
- Logo placement on event collateral and signage
- Logo inclusion in post-event thank you via BCC newsletter, Annual Donor Impact Report, and all attendee communications

SILENT AUCTION DONOR

Donate a silent auction item and showcase your brand through our national online auction! Some of our most popular sought-after items include:

- Gift cards and certificates
- Travel and accommodation vouchers
- Sports and entertainment experiences and more!

Visit mothersdaywalk.ca

Sponsor Registration 2025.

COMPANY INFORMATION

Company Name

Contact Name

Street Address

City

Province

Postal Code

Tel.

Email

For more information, please contact:

Jamie Campbell, Vice President, Annual Giving & Volunteer Development

P: 1.800.567.8767, ext. 703

E: jcampbell@breastcancerprogress.ca

www.mothersdaywalk.ca

Breast Cancer Canada

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Sarnia, ON N7T 8A4

Charitable Registration Number 13796 9861 RR0001



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SPONSOR COMMITMENT

Sponsorship Level

Sponsorship Amount

PAYMENT METHOD

Visa

Mastercard

American Express

Card Number

Name on Card

Expiration Date

Security Code

Signature

Please invoice me for my sponsorship

My cheque is enclosed (payable to Breast Cancer Canada)

Please call me so I can make payment over the phone

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