



FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by  Sun Life

**August 13 and
14, 2022**

PARTNERSHIP PLAN Summary of benefits	PARTNERSHIP LEVELS		
	Presenter Sun Life	Silver Partner	Bronze Partner
FITSPIRIT MOTHER/DAUGHTER 2022		\$10 000	\$5 000
FitSpirit Mother/Daughter Challenge presented by Sun Life	✓		
Participant guide	Message + Logo level 1	Logo level 2	Logo level 3
Training program	Logo level 1	Logo level 2	Logo level 3
Weekly challenge	✓		
Participant's bib	✓	✓	
Virtual medal	✓		
Speech			
At event start (in person and/or virtual)	✓		
Kick off meeting of the leader cohort	✓	Mention	Mention
Leaders' post-mortem meeting	✓	Mention	Mention
Public relations and social media FB: 22,230 followers / IG: 6,450 followers / LkIN: 1,650 followers			
Press release – Announcement of the event and the cohort of leaders	Joint	Mention	Mention
Press release – Announcement of the results	Joint	Mention	Mention
Publication of the partnership through social media	✓	✓	✓
Social media promotion of the event	✓	Identification #	Identification #
Communications to participants Email: 30 000 followers			
Save-the-date	Logo level 1	Logo level 2	Logo level 3
Announcement of the cohort of leaders	Logo level 1	Logo level 2	Logo level 3
Event promotional video	Logo level 1	Logo level 2	Logo level 3
Registration launch	Logo level 1	Logo level 2	Logo level 3
Registration reminder	Logo level 1	Logo level 2	Logo level 3
Event souvenir video	Logo level 1	Logo level 2	Logo level 3
Evaluation survey	✓		
Thank you to participants, leaders, partners, and donors post-event	Joint message	Logo level 2	Logo level 3
Additional elements of visibility			
Conference on the FitSpirit story by Claudine Labelle	✓		
Event website – Partners webpage	Logo level 1	Logo level 2	Logo level 3
Event website – Leaders webpage	Logo level 1		
Promotional banner for email signature	✓		
2021-2022 Annual Report – Philanthropy section – Events	✓	✓	✓
2021-2022 Annual Report – Thank you page to donors and allies	✓	✓	✓

* The elements of the partnership plan will be honoured from the date the donation has been confirmed.