



# CANARY CHALLENGE

## 5K ROUTE & REST STOP SPONSORSHIP



The Canary Challenge 5K route is designed for participants who want to fundraise for early cancer detection research but aren't avid cyclists. The option is perfect for families and children - many of whom choose to walk, run or bike at a leisurely pace. The rest stop on the 5K route was created in this spirit and typically includes live music, face painting and other activities.



**5K ROUTE**  
**1 REST STOP**  
**\$3,000**

Logo featured on homepage of [canarychallenge.org](http://canarychallenge.org)

Logo featured on sponsorship section of [canarychallenge.org](http://canarychallenge.org)

Banner with logo at rest stop

**Social media promotion:**

- 2 Facebook posts per month
- 2 Tweets per month
- Includes logo and tagging

**Print promotion:**

- Course markings
- Turn-by-turn directions provided to each participant

**2 tickets to Saturday night party**

