



## SPONSORSHIP OPPORTUNITIES

**MELANOMA**  
CANADA

[7SUMMITS.CA](http://7SUMMITS.CA) #7SUMMITS4SKINCANCER

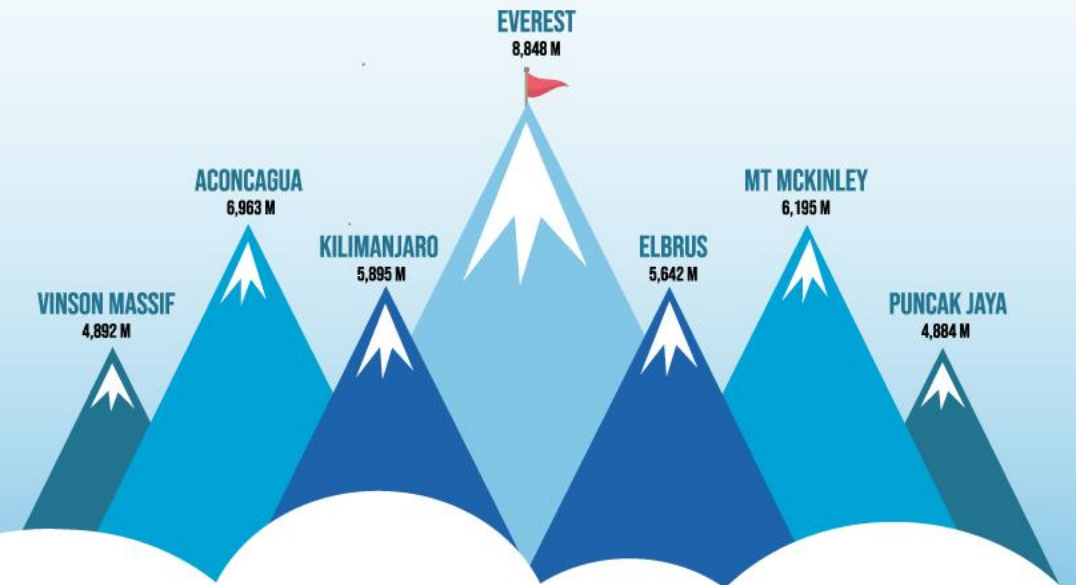


# ABOUT

An epic winter event to raise funds and awareness for the Melanoma Canada and promote the importance of winter sun safety.

## ABOUT MELANOMA CANADA

Melanoma Canada advocates for and supports Canadians living with melanoma and skin cancer with helpful resources, education, psych-social support services, and more.



**MELANOMA**  
CANADA

**7 SUMMITS**  
SNOWSHOE CHALLENGE  
FOR SKIN CANCER  
PRESENTED BY  
Neutrogena

# CHOOSE YOUR CHALLENGE



## THE VIRTUAL CHALLENGE:

### Choose your 7 Summits!

- From the worlds' tallest 14 peaks, pick 7! Make it easy or make it more challenging and go the longest distance. The choice is yours!
- Participants will receive digital and physical badges to recognize the accomplishment of completing each summit, along with winter swag to recognize fundraising achievements.

## THE IN-PERSON EVENT:

Teams of 4-10 will sign up, fundraise, and come together on **March 4<sup>th</sup>, 2023** to complete the Challenge at Duntroon Highlands (90 minutes from Toronto) The epic landscape will inspire the challenge seekers to go the distance all in support of Melanoma Canada. Choose your trails (easy, moderate, or more challenging) to create the right experience for your team.

### Our in-person event will feature:

- |                                |                      |
|--------------------------------|----------------------|
| - Delicious treats             | - Live Entertainment |
| - Winter beverage stations     | - Lunch              |
| - 7 summit sponsor activations | - Swag               |
| - Basecamp sponsor activations | - Skin Checks        |

# WHAT'S NEW FOR 2023

This year, you can go this distance in 2 exciting new ways:

## CROSS COUNTRY SKI

- Will take place at the adjacent Nordic Center with a groomed trail from Duntroon Highlands to the Nordic Centre
- Rentals will be available but not advised
- Choose your trails and go 10km, 20km or 40km.

## FAT BIKE

- Challenge yourself on a trails at the Nordic Centre with a groomed trail from Duntroon Highlands to teh Nordic Centre
- BYOB (Bring Your Own Bike) as no rentals are available
- Choose your trails and go 5km, 10km or 15km.

Both options are more fun with friends - sign up you and your friends and have a blast!



# SKIN CANCER IN THE WINTER

## DID YOU KNOW???

Did you know that snow can reflect the sun's UV rays by up to 80%, this combined with a higher altitude can make winter sun every bit as damaging on the slopes as it is on the beach!

Exposure to UV radiation increases 4 to 5 per cent with every 1000 feet above sea level, so the higher the altitude - the stronger the UV penetration.

Even on cloudy days, winter sports enthusiasts are at greater risk of skin damage - this is because up to 80 per cent of the sun's harmful UV rays can penetrate cloud cover. It is also important to understand that both snow and strong winds can wear away any sunscreen protection used and thereby reduce its effectiveness, so it is particularly important to actively reapply at least every 2 hours.

[#7summits4skincancer](#)





“



"I have re-connected with a high school crush who lost his partner 4 years back to melanoma. He has spoken of the multiple surgeries etc that endured for 10 years.

Like climbing mountains again and again.

I wanted to participate to honour those who continue to climb those mountains, and for those whose journey came to an end."

- Debbie

# WINTER SUN SAFETY TIPS

## 3 WAYS TO BLOCK THE RAYS – WINTER



### 1. SUNSCREEN

- Apply SPF 30+ every two hours
- Don't forget often-missed spots: lips, ears, around the eyes, and on the neck, the underside of chin, scalp and hands.
- Remember to keep your head covered - not just to keep you warm, but protect your scalp from UV damage.

### 2. COVER UP

- Wearing ski masks are a good idea as they leave very little skin exposed to the wind and sun
- Sunglasses or goggles that offer 99 per cent or greater UV protection and have wraparound or large frames will offer more protection for your eyes, eyelids and the sensitive skin around your eyes. This is very important as these areas are common sites for skin cancers - not to mention sun-induced aging!

### 3. SEEK SHADE

- If possible, try to get your snow shoeing done early in the morning and/or later on in the day, before 11 AM and after 3 PM when the sun's UV penetration is lower.

# LIVE EVENT DETAILS

## Duntroon Highlands In-person Seven Summits Snowshoe Challenge:

Teams of 4 – 10 people will embark on an epic Snowshoe challenge taking on the Highlands at Duntroon by Snow Shoeing the distance equal to the height of the world's tallest mountains.

Starting with an unforgettable opening ceremony, the challenge seekers will snowshoe multiple routes that will be created throughout the incredible landscape at Duntroon Highlands. The goal is to have the teams collectively complete the distance equal to your choice of 7 tallest summits. Every successful trail completed will be recorded on the Challenge board in the Lodge.

The course will be open from 10am – 3pm

Warming huts along the routes will keep the participants cozy and lunch will be served in the Lodge. The sense of challenge and the team dynamic will inspire and create lasting memories.

An epic closing ceremony, recognizing outstanding achievements in fundraising, and highlighting the incredible efforts of participants will wrap up the event.









# THANK YOU TO ALL OUR PARTICIPANTS AND SPONSORS!



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# VIRTUAL EVENT DETAILS

A National Snowshoe Challenge that will see hundreds of Canadians snowshoeing during the month of February to raise funds and awareness for Melanoma Canada. The Seven Summits Snowshoe Challenge will push participants to snowshoe the distance equal to the height of the worlds' tallest mountains.

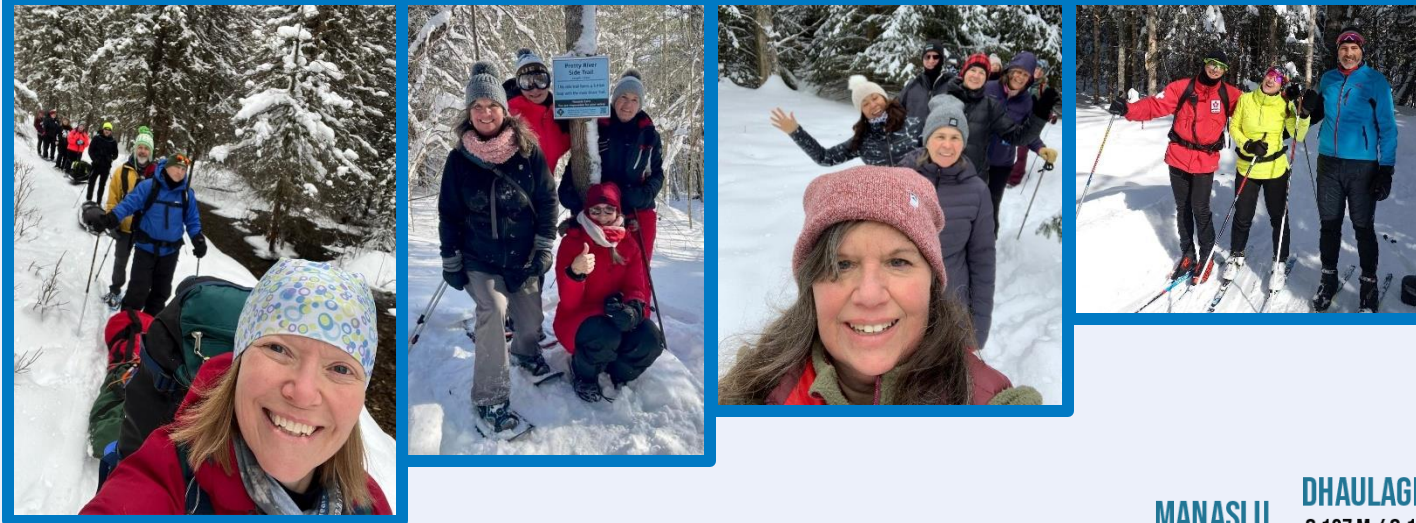
Participants will be encouraged to go further by reaching certain milestones in both the distance covered and fundraising achieved.

Through the integration of a Strava app club, challenge seekers will be able to track their distance and have it uploaded to their personal fundraising page and be able to compare and share their journeys with others

Achieve your personal goal by snowshoeing the distance equal to the 7 summits you have selected and fundraise \$2,500 in the month of February to complete the Seven Summits Snowshoe Challenge in support of Melanoma Canada.



# VIRTUAL EVENT DETAILS



Virtual participants can choose any 7 of the 14 available peaks to climb for the challenge.



“



I started this challenge because I lost my husband to melanoma skin cancer almost 10 years ago. I've snowshoed daily without miss for the last 20 days, mostly alone. Cold, wind, snow or freezing rain didn't stop me so I'm starting to feel really good mentally and physically and can't thank all of you who have given me support enough. I don't feel alone out there knowing others are doing this challenge too!

- Sue



A stylized illustration of a mountain peak in shades of blue and white, with a flagpole on top flying an orange and yellow flag. The mountain is set against a light blue background with white, wavy lines at the bottom representing clouds.

# 2022 ACHIEVEMENTS



**\$149,455 RAISED**



**71 IN PERSON** PARTICIPANTS



**105 VIRTUAL** PARTICIPANTS



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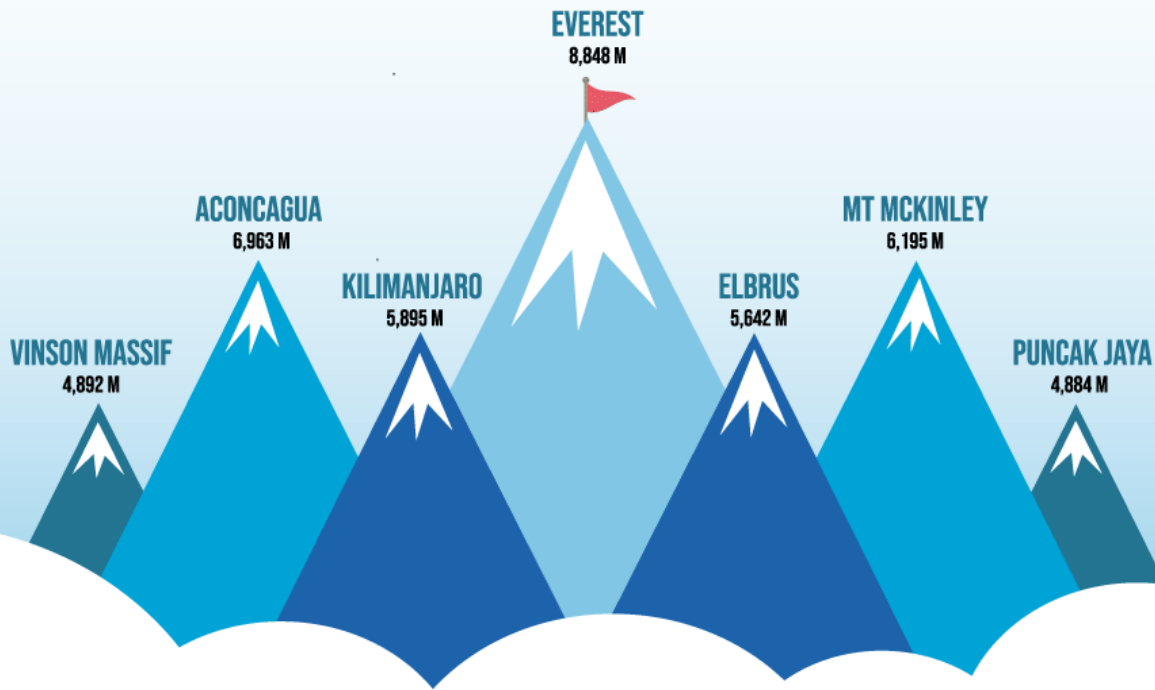




# SOLD OUT

## PRESENTING SPONSOR \$50,000

- Naming Rights
- Company logo incorporated into logo lockup
- First right of refusal
- Logo on step and repeat media wall
- Logo on start/finish line
- Logo on badges and gear
- Large logo with hyperlink on event website
- Opportunity to activate at basecamp or on a summit
- Opportunity to speak at the event and present awards
- Logo on event awards
- Opportunity to give away product/samples
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Opportunity to leverage event and Melanoma Canada branding for cause marketing (12 months)
- Feature in participant e-communications
- Feature on Melanoma Canada social media
- Feature in Melanoma Canada e-newsletter





## SUMMIT SPONSOR \$5,000 (14 AVAILABLE)

- Logo on signage at selected summit
- Logo on summit badge
- Logo with hyperlink on event website
- Award naming opportunity
- Opportunity to activate at selected summit
- Opportunity to give away product/samples
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Feature in participant e-communications
- Feature on Melanoma Canada social media
- Feature in Melanoma Canada e-newsletter

# APPAREL PARTNER



- Logo on signage at selected summit
- Logo on summit badge
- Logo with hyperlink on event website
- Award naming opportunity
- Opportunity to activate at selected summit
- Opportunity to give away product/samples
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Feature in participant e-communications
- Feature on Melanoma Canada social media
- Feature in Melanoma Canada e-newsletter

## APPAREL PARTNER WILL PROVIDE

	IN PERSON	VIRTUAL
PRODUCT 1:	125	100
PRODUCT 2:	55	65
PRODUCT 3:	25	40
N.B. Quantities above are best estimates (based on 400 participants)		



## LUNCH SPONSOR \$5,000 (1 AVAILABLE)

- Logo on dedicated Lunch sponsor sign
- Logo with hyperlink on event website
- Opportunity to activate at basecamp
- Opportunity to give away product/samples
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Feature with basecamp sponsors on Melanoma Canada social media
- Feature with basecamp sponsors in Melanoma Canada e-newsletter



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## WARMING HUT SPONSOR 2 @ \$2,500

- Logo on sponsor signage and at the Warming huts on course
- Logo with hyperlink on event website
- Opportunity to give away product/samples at registration table
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Mention on Melanoma Canada social media
- Mention in Melanoma Canada's e-newsletter

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## PRODUCT SPONSOR

- Logo on sponsor signage
- Logo with hyperlink on event website
- Opportunity to give away product/samples at registration, food stations or bar.
- Opportunity to participate in the event
- Opportunity for staff to volunteer at the event
- Mention on Melanoma Canada's social media





## THANK YOU TO OUR 2022 SPONSORS

PRESENTING

# Neutrogena®

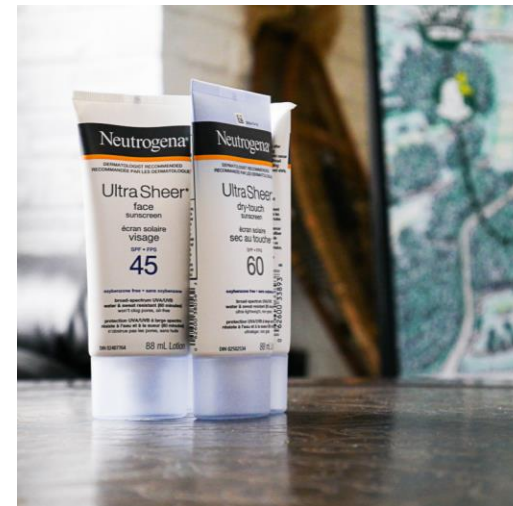
APPAREL



LUNCH



IN KIND



# MEDIA + MARKETING

Melanoma Canada will engage a PR representative who will work to promote the event. Through earned media. Melanoma Canada will solicit event endorsements from Canadian athletes and other notable celebrities who have a connection to skin cancer to help promote the event.

Additionally, Melanoma Canada will make dermatologist, Dr. Julia Carroll available for Interviews as well to highlight importance of winter sun safety.

## Examples include:

- Julia Murray – Canadian Olympic Freestyle Skier, lost her Father to Melanoma when she was 2 years old.
- Dave Barr – Canadian Hall of Fame Golfer – BCC survivor

## Melanoma Canada will invest in Paid Media

- OOH Media (targeting the Georgian Bay Area and Ski Resorts/Snowshoe Trails)
- Print Media (National and Local to Georgian Bay)
- Digital (social and targeted ads targeting winter sports enthusiasts, and those who Are interested in brands associated with winter sports and snow shoeing)

## Upcoming Media

Global Heroes Section layout for The Globe and Mail, The Toronto Star, and The National Post. Launching December 6th, 2022

Melanoma Canada will also look to our sponsors for support with marketing efforts and encourages sponsors to share their involvement via earned and paid media. Melanoma Canada is available and happy to support all sponsor marketing efforts.



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Upcoming Global Heroes Article



# MEDIA COVERAGE 2022

Based on the media coverage received to-date,  
publicity efforts generated:

## Overall Media Coverage

Reach 52,709,533

Ad Value \$540,561.08

## Print/TV/Radio Media Coverage

Reach 50,709,533

Ad Value \$314,383.08

## TV/Radio Ads Coverage

Reach 2,000,000

Ad Value \$226,178.00

640 TORONTO  
Toronto's News. Today's Talk.



Fresh  
RADIO 93.1

The Peak  
95.1 FM  
Georgian Triangle's Variety Station



CTV News Barrie



CTV NEWS BARRIE / TORONTO



CTV NEWS CHANNEL



CTV Saskatoon Your Morning



Global TV The Morning Show



Global News

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# SOCIAL MEDIA 2022

Instagram: [@7summits4skincancer](https://www.instagram.com/7summits4skincancer)  
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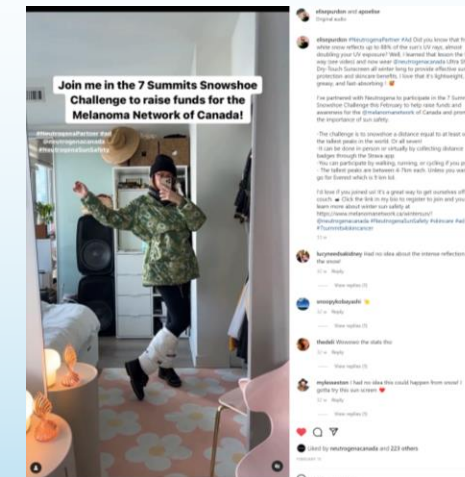
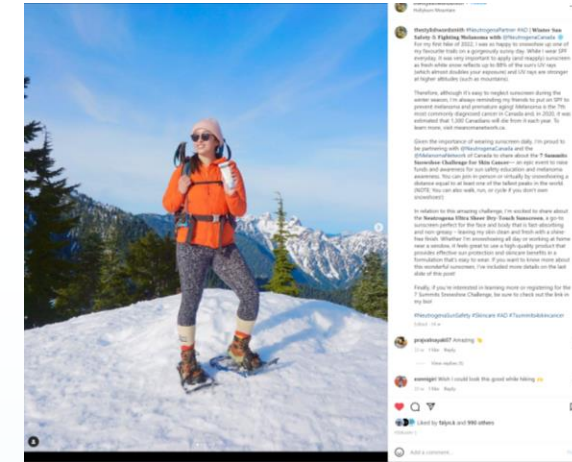
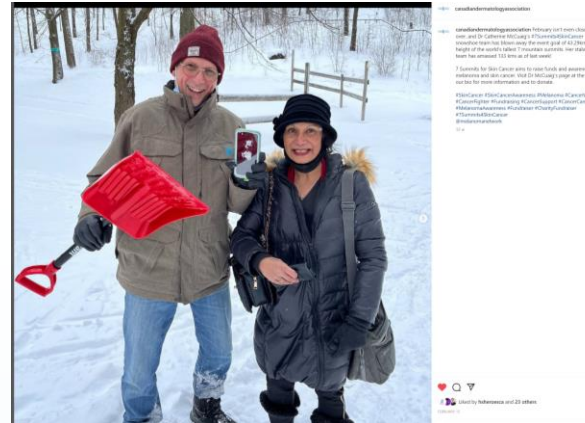
Posts: 32  
Total Followers: 93  
Influencer/Brand Posts Shared: 12  
Total Reach 136,802

## Facebook Lead Generation Ads

Leads Generated: 349  
Total reach: 124,441  
Total Impressions: 256,191

## Influencers

[@brigittetruong](https://www.instagram.com/brigittetruong)  
[@elisepurdon](https://www.instagram.com/elisepurdon)  
[@thesylisworsmtih](https://www.instagram.com/thesylisworsmtih)  
[@mikearsenault](https://www.instagram.com/mikearsenault)  
[@Drjuliacarroll](https://www.instagram.com/Drjuliacarroll)



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**THANK YOU**

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