

**MELANOMA**  
CANADA



**7SUMMITS**

**SNOWSHOE CHALLENGE  
FOR SKIN CANCER**

PRESENTED BY

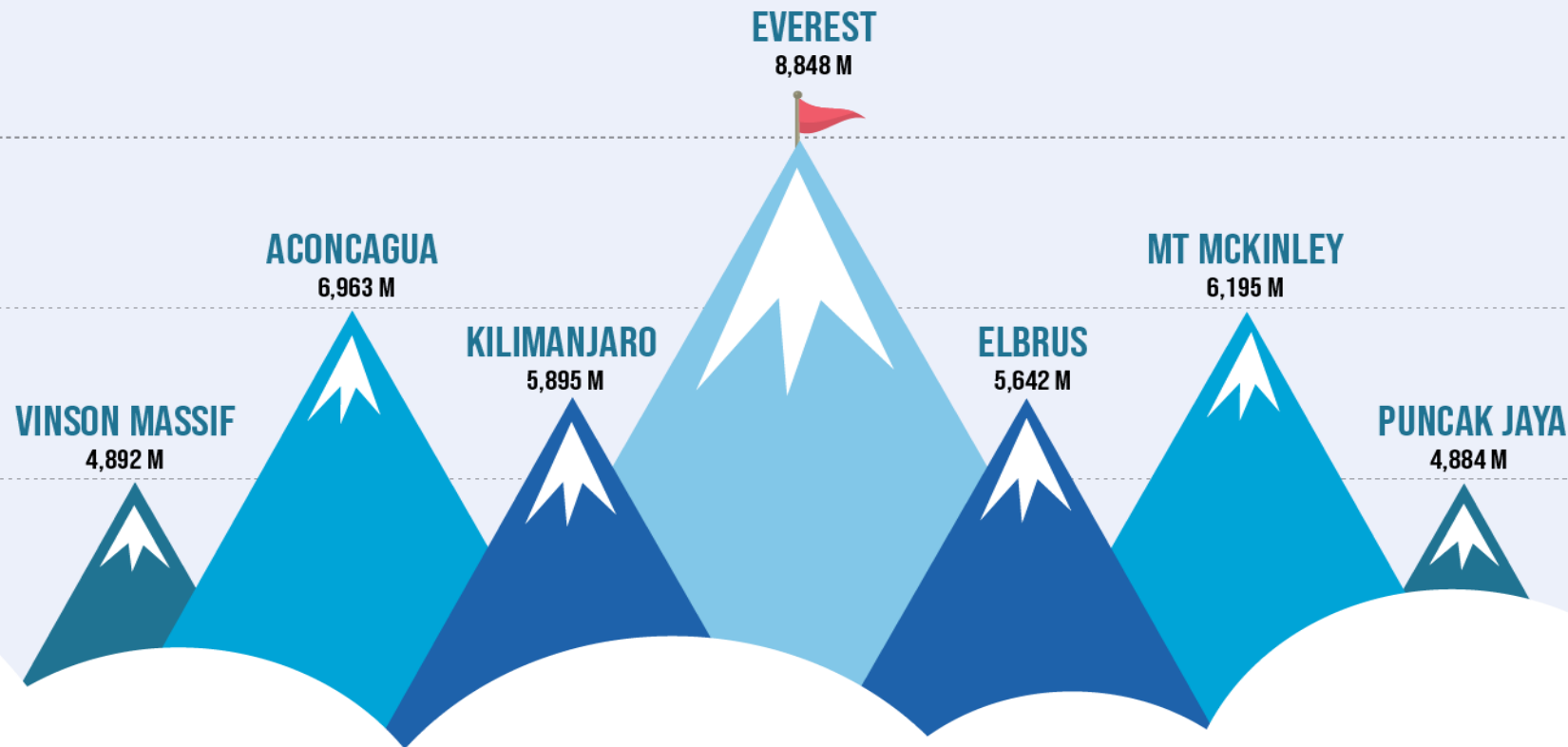
**Neutrogena®**

**7SUMMITS.CA**    **#7SUMMITS4SKINCANCER**



# ABOUT 7 SUMMITS

**7 Summits** – now in its 3<sup>rd</sup> year, has established itself as a marquee Canadian winter challenge to raise funds and awareness for Melanoma Canada and promote the importance of winter sun safety.



# THE CHALLENGE:

Teams and individuals will register and commit to snowshoeing the distance equivalent to the height of the world's 7 iconic summits (43.29 km) in the month of February.

- \*Participants will be invited to the **Snowshoe, Sip & Savour** finale to complete their last 5 km and celebrate their accomplishments together!

- Participants will receive digital and physical badges to recognize the accomplishment of completing each summit, along with rewards from our sponsors to recognize fundraising achievements.



\*Minimum fundraising amount required

# SKIN CANCER IN THE WINTER

## DID YOU KNOW???

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

Exposure to UV radiation increases by 4 to 5 percent 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 because up to 80 percent 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, thereby reducing its effectiveness. Therefore, it is particularly important to reapply sunscreen at least every 2 hours actively.

[#7summits4skincancer](#)



# WINTER SUN SAFETY TIPS

## 3 WAYS TO BLOCK THE RAYS – WINTER EDITION



### 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 the chin, scalp and hands.
- Remember to keep your head covered - not just to keep you warm but to protect your scalp from UV damage.



### 2. COVER UP

- Wearing ski masks is a good idea as they leave very little skin exposed to the wind and sun
- Sunglasses or goggles that offer 99 percent 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 snowshoeing done early in the morning and/or later in the day, before 11 AM and after 3 PM when the sun's UV penetration is lower.

# 2023 EVENT PROMO VIDEO

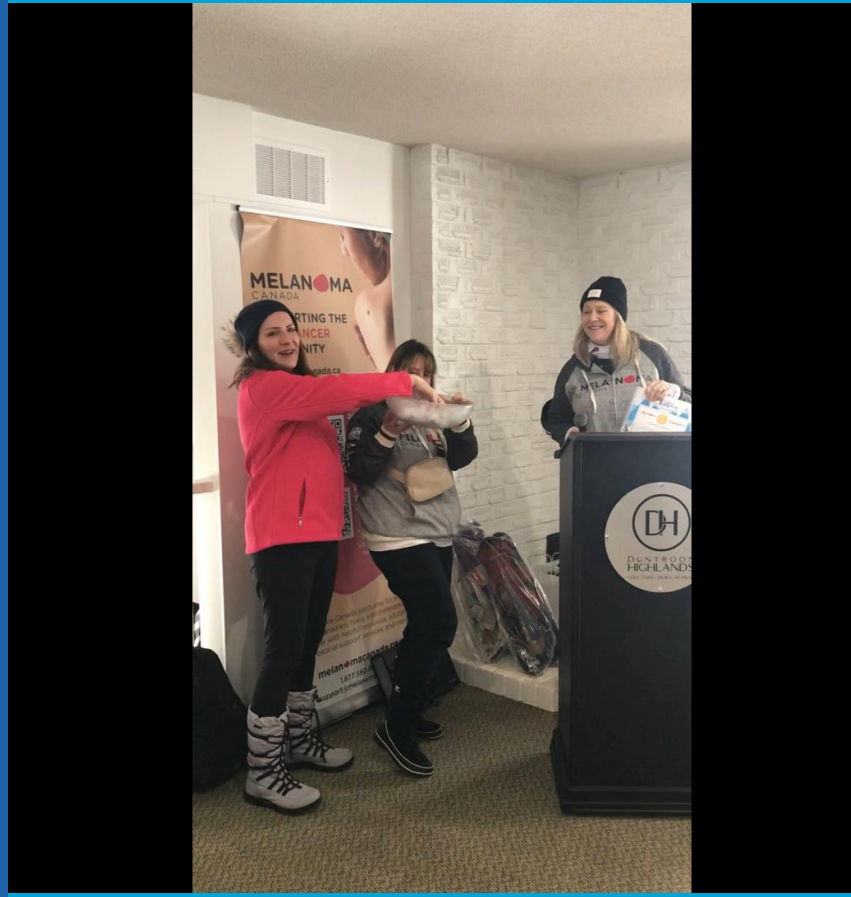


**7 SUMMITS PROMOTION 2023**













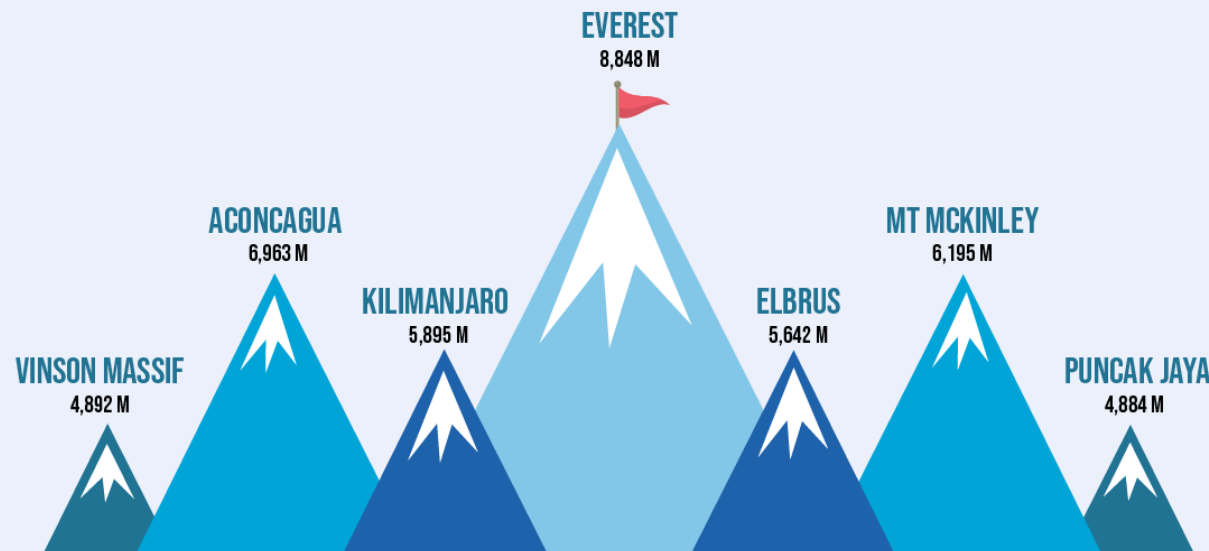
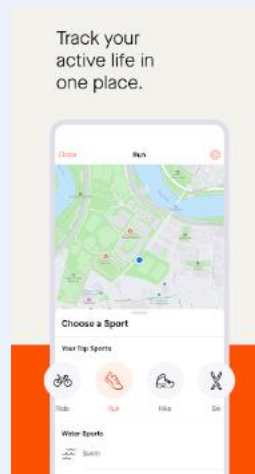
# VIRTUAL EVENT DETAILS

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 **7 Summits Snowshoe Challenge for skin cancer presented by Neutrogena** will push friends, families and corporate teams to travel a distance equal to the height of at least one of the world's 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 participants can track their distance and upload it to their personal fundraising page, comparing and sharing their journeys with others.

Snowshoe the total distance of 43.29 km and fundraise in the month of February to take part in the **7 Summits Snowshoe Challenge presented by Neutrogena** in support of Melanoma Canada. There's also the option to finish your last 5 km in person with the other fundraising teams on March 3rd at the **Snowshoe, Sip & Savour** finale!



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# SNOWSHOE, SIP & SAVOUR FINALE

For fundraisers interested in joining Melanoma Canada to achieve their **7 Summits** goals, there's an exciting opportunity to snowshoe the final 5 km with your fellow skin cancer-fighting teams!

Taking place at [Hardwood Ski & Bike](#) on March 3, 2024, individuals and teams that fundraise at least **\$250 per person** are invited to attend the in-person **7 Summits Snowshoe, Sip & Savour** finale! Tickets for adults and youth will also be available for purchase.

The 5km **Snowshoe, Sip & Savour** finale will take place at one of Ontario's most breathtaking trails, featuring several winter-themed food stations prepared by Canada's most notable chefs, winter drink experiences, and family fun activities including a snowman building contest and more.

**MASSIMO CAPRA**



**LYNN CRAWFORD**



**CHRISTIAN PRITCHARD**



**DARRIN BIGG DOG**







## SPONSORSHIP OPPORTUNITIES





## PRESENTING SPONSOR - \$25,000

- Naming Rights
- Company logo incorporated into logo lockup
- First right of refusal
- Logo on start/finish line
- Logo on promotional swag
- Large logo with hyperlink on event website
- Opportunity to activate during the Snowshoe, Sip & Savour finale
- Opportunity to speak at the event and present awards
- Logo on event award
- 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

SOLD



## NATIONAL SPONSOR - \$10,000

### VIRTUAL

- Logo with hyperlink on event website
- Logo on all communications
- E-blast featuring a customized promotions to all participants
- Award naming opportunity for overall participant/fundraiser
- Custom contests
- Opportunity to activate at Snowshoe, Sip & Savour finale
- Congratulations email featuring your branding to participants who have completed the challenge
- Opportunity to send coupon or promotional card with physical badges to participants
- Feature on Melanoma Canada social media
- Feature in Melanoma Canada e-newsletter





# SUMMIT SPONSOR - \$5,000

## (7 AVAILABLE)

- Logo with hyperlink on event website
- Logo on virtual summit badge
- E-blast featuring a customized promotion to participants who have completed your sponsored summit
- Custom contest for participants who have completed your sponsored summit
- Congratulations email featuring your branding for participants who complete your sponsored summit
- Opportunity to send coupon or promotional card with physical badges to participants who complete your sponsored summit
- Virtual award naming opportunity (participant who completes your sponsored summit in fastest time)
- Opportunity to activate at Snowshoe, Sip & Savour finale
- Feature on Melanoma Canada social media (regional targeting)
- Feature in Melanoma Canada e-newsletter (regional targeting)



## SNOWSHOE, SIP & SAVOUR SPONSOR - \$2,500 (4 AVAILABLE)

- Logo with hyperlink on event website
- Custom contest for participants who qualify for or purchase tickets to Snowshoe, Sip, and Savour Finale
- Opportunity to activate at Snowshoe, Sip & Savour finale
- Feature on Melanoma Canada social media (with co-finale sponsors)
- Feature in Melanoma Canada e-newsletter (with co-finale sponsors)



# SNOWSHOE, SIP & SAVOUR SPONSOR PRESENTING AKA LUNCH SPONSOR - \$5,000 (1 AVAILABLE)

- Logo integrated into Snowshoe Sip and Savour lockup
- Logo with hyperlink on event website
- Logo on all event signage
- Meet and greet with celebrity chefs
- 10 tickets to Snowshoe, Sip & Savour finale (value \$2,500)
- Feature on Melanoma Canada social media (with co-finale sponsors)
- Feature in Melanoma Canada e-newsletter (with co-finale sponsors)





## FUNDRAISING REWARDS

Fundraisers who raise at least \$250 during their **7 Summits** journey not only help the cause, but they'll also qualify for some exciting rewards!

### These rewards include:

- Raise \$250 – Get a neck warmer
- Raise \$500 – Get a Tubbs Holster Snowshoe Backpack
- Raise \$1000 – Get a Melanoma Canada hoodie





## FUNDRAISING REWARDS 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 (regional targeting)
- Feature in Melanoma Canada e-newsletter (regional targeting)

### APPAREL PARTNER WILL PROVIDE

\$250 product: 225

\$500 product: 120

\$1000 product 75

N.B. Quantities above are best estimates (based on 400 participants)



## PRODUCT SPONSOR

- Printed coupon, or product to be sent with summit badges to virtual event participants (post event)
- Logo with hyperlink on event website

# MEDIA + MARKETING

## Overall Media Coverage

Reach - 26,830,437 Impressions  
Ad Value - \$294,160.59

Key TV Media: CTV Barrie, CTV Morning, Global TV Evening News, Global TV Late News, Global GTA Community Guide, Global TV L Frame and Community Hub

OOH: Manor House Group : 5,844,279 Impressions (elevator add ran 1,742,976 times in Toronto and Vancouver buildings)

Key Print Media: Global Heroes section in Toronto Star, Globe and Mail, and National Post - 1.8 Million Readers



## Facebook/Instagram Metrics

Impressions: 285,307  
Reach: 129,983  
Clicks: 1034  
Leads: 51

Linkedin Video Views 16,765, impressions 19,585



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# 7/SUMMITS

## SNOWSHOE CHALLENGE FOR SKIN CANCER

PRESENTED BY

Neutrogena®

## THANK YOU

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