

**CALGARY MARATHON**  
**AFTER**  
**PARTY**  
At Foothills Academy  
Society

**2024 Sponsorship Package**

All proceeds support



FOOTHILLS  
ACADEMY  
SOCIETY



# ABOUT FOOTHILLS



Since 1979, Foothills Academy Society has been a cornerstone of the Calgary community, focused on supporting children, youth and their families with Learning Disabilities and ADHD, through individualized wrap-around services.

**Our impact is only possible with the generous contribution from our community members and businesses.**

Learning Disabilities and ADHD deeply affect the children and youth we support. They experience significant challenges in reading, writing, numeracy, emotional regulation, and/or social skills, which can impact their ability to reach their goals. With the supports we are able to provide at Foothills Academy Society to these children and youth, they are able to gain and retain skills in these areas which allow them to fulfill their potential academically, socially and in pursuing their passions.

Annually, our programs support over 2000 children and youth, and thousands of parents and professionals who support these young people. Our programs include:

- **Read/Write & Math Intervention** - Individual and small group remediated literacy and numeracy programs.
- **Amicus Camp & Recreation** - Low-ratio (1:3) programs focused on social skill development.
- **Psychological Services & Programs** - Low-cost psychoeducational assessments, individual and group counselling, executive function skill development programs and parent support groups.
- **Professional Development & Community Education** - Providing current and impactful research to parents, professionals and the community through online courses and in-person sessions.
- **School Program** - Currently serving 290 students with diagnosed Learning Disabilities in grades 3-12.

To ensure that our programs remain accessible for the thousands of individuals we support, we raise \$1 million dollars every year to provide financial support through our internal bursary program.

# ABOUT THE EVENT

The Calgary Marathon After Party at Foothills Academy Society is a community event that celebrates the accomplishments of our runners and walkers while connecting friends, families and supporters in a day of food, fun and festivities.

In our first year, we saw over 350 attendees, and we expect between 700 and 1000 people in 2024. Our attendees are community members from all walks of life and range in age from 0 - 80+ years of age and consist of both families and single individuals, giving a wide demographic of visibility to our sponsors.

## **The event is completely free to participants and includes:**

- A shuttle to and from the Race Grounds
- Indoor and outdoor spaces (not weather dependent)
- BBQ Lunch
- Activities (mini-putt, petting zoo, face painting, massages, photo booth and more)
- Connection to community
- Awards
- Music and MORE!



# SPONSORSHIP OPPORTUNITIES

**As this event is free to participants, sponsorships are key to ensuring that this event is successful.** We work diligently with sponsors to ensure their contributions are recognized and adapted to their needs.

**Please note:** According to CRA regulations, sponsorships are not eligible for tax donation receipts. To discuss giving options that work best for yourself, or your organization, please contact Kathleen Gurski - [kgurski@foothillsacademy.org](mailto:kgurski@foothillsacademy.org)

**All packages include:**

The company logo is listed on the event registration page, with the logo - linked to the company website.

## Presenting Sponsor \$4,000

Number Available - 1

This level of sponsorship is highly customizable to ensure appropriate and tailored recognition for our presenting sponsor. This package includes:

- Name and Logo on all social media and traditional media coverage, website, and program materials.
- Mentioned during event award ceremony and speeches, with organization profile.
- Opportunity to speak during the event, if desired.
- Other opportunities, as requested by the sponsor.

## Food and Beverage Sponsor \$2,000

Number Available - 1

This level of sponsorship is one of the most visible sponsorship packages, with a considerable impact on both attendees and the event. This package includes:

- Name and logo on all signage for food, beverage and snack areas.
- Listed on the website and program materials.
- 2+ Social Media Posts across all Foothills Accounts (pre, post).



# SPONSORSHIP OPPORTUNITIES

## Silent Auction Sponsor \$2,000

### Number Available - 1

This level of sponsorship is one of the most visible sponsorship packages, with a considerable impact on both attendees and the event. This package includes:

- Name and logo on all signage for the silent auction, as well as listing on our silent auction site.
- Listed on the website and program materials.
- 2+ Social Media Posts across all Foothills Accounts (pre, post)

## Activity Sponsor \$750

### Number Available - 5

This level of sponsorship supports activities that support our event. This package has 5 options, with one available for each:

- **Shuttle** - Air Conditioned Shuttle for event attendees from Foothills to the Marathon and back. The company Logo will be on shuttles and shuttle signage.
- **Massages** - For all attendees, relax after your run or walk, or after your burger and snack. The company logo will be on activity signage, as well as in the massage space.
- **Face Painting** - A crowd favourite, multiple face painters for attendees. The company logo will be on activity signage.
- **Mini-putt** - Fun for all attendees, 9 holes of mini-putt for attendees. The company logo will be on activity signage.
- **Photo Booth** - A favourite for families and attendees of all ages. The company logo will be on activity signage.

All activity sponsors will have their name and logo listed on the website and in program materials, activities map and have a dedicated social media post.

# SPONSORSHIP OPPORTUNITIES

## **Prize and Award Sponsors \$500**

**Number Available - 3**

This sponsorship supports the awards and prizes section of our program event, which highlights our top fundraisers and groups. This sponsorship package includes:

- Name and Logo on accompanying award.
- Mention during the award ceremony.

## **General Sponsors \$100**

**Number Available - 20**

Be a part of the event by choosing a General Sponsorship. These sponsorships help offset the overall administrative and staffing costs of the event and contribute to the event's success year after year. This sponsorship includes the company name and logo on our website.

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# REGISTER & LEARN MORE



Connecting with Foothills Academy Society changes lives. Fundraising activities ensure that no child or family is turned away due to their financial circumstances. Scan the QR code to register and learn more.

To discuss giving options that work best for yourself, or your organization, please contact Kathleen Gurski - [kgurski@foothillsacademy.org](mailto:kgurski@foothillsacademy.org)



“Throughout my child's seven years at Foothills Academy, you not only served as a catalyst for academic achievement but also awakened my son's hidden gifts and talents. He leaves Foothills Academy with an increased appreciation for himself and the community at large. Thank you, Foothills Academy, from the bottom of my heart.”

## Parent of a Foothills Academy Graduate





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Foothills Academy Society  
745 - 37 Street NW  
Calgary, Alberta T2N 4T1  
(403) 270 - 9400  
[www.foothillsacademy.org](http://www.foothillsacademy.org)