

**PUSH
FOR YOUR
TUSH**

Information for Corporate Partners

COLON CANCER CANADA PRESENTS PUSH FOR YOUR TUSH 2016

LAUNCHING FEBRUARY 2016
pushforyourtush.ca



WHAT IS PUSH FOR YOUR TUSH?

Push for Your Tush is more than a walk; it's our premier opportunity to invest in and bring together, the colon cancer community.

The inaugural Push for Your Tush raised a mere \$23,000. With limited resources and an incredible network of passionate volunteers, it has grown from its tiny beginnings to 12 locations across four provinces.

What sets Push for Your Tush apart is how multiple generations come together to connect and share experiences, all while raising vital funds for support. It's that communal feel, and meaningful link to the cause, that creates a unique opportunity for partners to gain exposure to current and prospective customers in a warm and intimate setting.

Poised for tremendous growth, and with your support, we are confident that we can triple our success over the next five years and continue to make a difference in the lives of those affected by colon cancer.

Why Support Colon Cancer Canada

Colon Cancer Canada (CCC) was founded in 1996, and born out of significant personal tragedy and loss. From a small, family-run charity, CCC has grown into a robust, national organization that's partnered with many prominent Canadian celebrity ambassadors (including Anne Murray, Emmanuelle Chriqui, Darryl Sittler, Neil Crone, Adam VanKoeverden, and Lui Passaglia), and raised over \$12 million to combat a disease that is Canada's second deadliest cancer and yet, 90% treatable when detected early.

In 2016, over 9,000 Canadian families will suffer the unnecessary loss of a loved one to colon cancer. CCC was created to provide support for these thousands of people suffering from colon cancer and their families, and to shout loudly that Canadians need not die from this silent killer.

Colon Cancer Canada is the only national organization dedicated to saving lives through increasing public awareness, improving access to screening, funding research fellowships and chairs, and providing education and support resources for colon cancer patients, their families and caregivers.

Not only has CCC made a significant impact on this disease by raising financial support to find a cure and to offer a support network for both patients and families, it has also provided a platform to connect Canada's best colorectal specialists across the country, as advocates and champions on behalf of their patients and their families.

WHY WE PUSH FOR YOUR TUSH

69

Canadians will be **diagnosed** with colorectal cancer **every day**

25

Canadians will die from colorectal cancer, daily

COLORECTAL CANCER IS

90%
TREATABLE

with early screening,
detection & proper
treatment

COLORECTAL CANCER IS

THE 2ND

LEADING CAUSE OF
CANCER RELATED DEATHS

FOR MEN



THIRD

FOR WOMEN

WHAT YOU GET FOR YOUR INVESTMENT

	TITLE PARTNER \$50,000	NATIONAL PARTNER \$25,000	OFFICIAL PARTNER \$15,000	COMMUNITY PARTNER \$10,000
SIGNAGE Prominant placement on event signage.	✓	✓	✓	✓
LOGO PLACEMENT ON COMMEMORATIVE-EVENT WEAR Commemorative wear (t-shirt, head wear etc) will be distributed to all participants and volunteers on event and will display your logo.	✓	✓	✓	✓
EVENT BOOTH OR TENT ACTIVATION Have a tent or booth on-event to showcase and educate on products and interact with participants.	✓	✓	✓	✓
LOGO PLACEMENT AND LINKS ON DIGITAL PROPERTIES Your logo will be placed on the Push for Your Tush website and will be given mention in a minimum of one social post on Facebook and Twitter as well as in email newsletter footers.	✓	✓	✓	✓
COMPANY PROFILE ON PARTNERSHIP PAGE OF CCC Your company logo as well as a brief bio and description of the partnership will be developed and displayed on Colon Cancer Canada's main website.	✓	✓	✓	✓
PROMOTIONAL VIDEO Logo placement in Push For Your Tush promotional video	✓	✓	✓	
PRESS RELEASE AND DISTRIBUTION Create press release or press event to announce partnership and highlight social benefits of it.	✓	✓		
EVENT SPOKESPERSON & OFFICIAL STARTER Opportunity for a company representative to be on-event and have a speaking slot prior to start and be part of the official start line ribbon cutting and participant send off.	✓			
PRODUCT DISTRIBUTION Opportunity to distribute appropriate product to participants through goody bag or email	✓			