



Be part of something meaningful. "5km in their Boots" is more than just a run – it's an opportunity for our community to rally around Alberta's First Responders and support their well-being. You can participate in two impactful ways:

- **The Challenge:** Be one of the 50 First Responders and 50 civilians as they push their physical and mental limits in a timed 5km run while wearing a symbolic 50lb weighted vest or ruck sack.
- **The Fun Run/Walk:** Join friends, family, and neighbours for a 5km fun run or walk to raise crucial funds.

Every step taken and every dollar donated goes directly to the "1st Health for First Responders" program, administered by the Alberta First Responders Association (AFRA). This vital initiative provides mental health support and suicide prevention programs tailored to the unique needs of our dedicated First Responders. Let's come together to show our gratitude and ensure they have access to the resources they need to stay healthy and resilient.



www.5kmInTheirBoots.ca



CENTRAL PARK - 450 King St, Spruce Grove, AB T7X 2C7

"5km in their Boots" Event: Corporate Sponsorship Package

Event Overview

Be part of something meaningful on Saturday, October 4, 2025, in **Spruce Grove, Alberta**. "5km in their Boots" is more than just a run – it's an opportunity for our community to rally around Alberta's First Responders and support their well-being. You can participate in two impactful ways:

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Why Sponsor "5km in their Boots"?

By partnering with "5km in their Boots," your organization will:

- **Support a Critical Cause:** Directly contribute to crucial mental health support and suicide prevention programs for Alberta's First Responders, who help protect the health and safety of our communities daily.
- **Enhance Brand Visibility:** Gain exposure to a wide audience, including participants, their networks, and the broader community of Spruce Grove, the Greater Edmonton Area and the First Responder community across Alberta.
- **Demonstrate Corporate Social Responsibility:** Showcase your commitment to community well-being and appreciation for emergency services personnel.
- **Align with Positive Values:** Associate your brand with themes of resilience, strength, solidarity, and support for those who serve.
- **Networking Opportunities:** Connect with community leaders, First Responders, and engaged citizens.

Sponsorship Tiers & Benefits

Tier 1: Presenting Sponsor – 1 Available

- **Investment:** \$5,000
- **Benefits:**
 - Prominent "Presenting Sponsor" recognition in all event marketing materials (e.g., website, social media, press releases, posters, flyers).
 - Logo prominently displayed on event medals and trophy.
 - Speaking opportunity at the event opening or closing ceremony.
 - Social media mentions and inclusion in AFRA's Corporate Sponsorship Program
 - Opportunity to set up a branded booth at the event.

- Inclusion in all media advisories and press releases.
- Complimentary registrations for the challenge or fun run/walk. (up to 10)
- Large logo placement on event signage and banners.
- Opportunity to contribute to our Participant Gift Bag Program

Tier 2: Gold Sponsor – 5 Available

- **Investment:** \$3,000 – \$3,999
- **Benefits:**
 - Significant logo placement on event marketing materials.
 - Logo inclusion on Event T-Shirt given to all participants
 - Recognition from the stage during event announcements.
 - Social media mentions and inclusion in AFRA's Corporate Sponsorship Program
 - Opportunity to set up a branded booth at the event.
 - Medium logo placement on event signage and banners.
 - Opportunity to contribute to our Participant Gift Bag Program

Tier 3: Silver Sponsor – 10 Available

- **Investment:** \$2,000 – \$2,999
- **Benefits:**
 - Logo placement on select event marketing materials.
 - Recognition from the stage during event announcements.
 - Social media mentions and inclusion in AFRA's Corporate Sponsorship Program.
 - Small logo placement on event signage.
 - Opportunity to contribute to our Participant Gift Bag Program

Tier 4: Bronze Sponsor – 20 Available

- **Investment:** \$1,000 – \$1,999
- **Benefits:**
 - Company name listed on event website and select materials.
 - General social media recognition and inclusion in AFRA's Corporate Sponsorship Program.
 - Opportunity to contribute to our Participant Gift Bag Program
 - Acknowledgement during event announcements.

In-Kind Sponsorship

We welcome in-kind donations of goods or services that can help reduce event costs or enhance the participant experience (e.g., water, snacks, t-shirts, volunteer support, medical services). In-kind sponsors will receive recognition commensurate with the value of their contribution.

Custom Sponsorship Opportunities

We are open to discussing customized sponsorship packages to meet your specific marketing objectives and budget. Please contact us to explore tailored opportunities.



OCT 4TH 2025
SPRUCE GROVE AB, CENTRAL PARK

Contact Information

For more information on sponsorship opportunities or to confirm your support, please contact:

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Cell: 1-780-907-3682

[Alberta First Responders Association](#)