



SPONSORSHIP PACKAGE

2026

COLORECTAL CANADA PRESENTS

PUSH FOR YOUR TUSH

5K / 10K





26,400

Canadians will be diagnosed with colorectal cancer this year...

& we're doing something about it.

JOIN US!



Push For Your Tush (PFYT) 5K/10K is Colorectal Cancer Canada's (CCC) largest annual fundraiser, taking place in-person in 12 cities, and virtually across Canada. Whether you're walking, running, or rolling, we'll be with you every step of the way to help raise awareness and funds to fight colorectal cancer!

This year alone, nearly 26,400 Canadians will be diagnosed with colorectal cancer - joining countless others affected by the disease. CCC is dedicated to colorectal cancer awareness and education, supporting patients and their families through their journeys and advocating on their behalf. As Canada's national colorectal cancer patient and advocacy organization, CCC is committed to bringing together the brightest minds to prevent, treat and find a cure for the disease - and you can help!

Push For Your Tush is a fun, family-friendly event where survivors are celebrated, the lost are honoured and supportive communities grow, all while raising funds to save lives! To date, PFYT has raised over \$6.6 million and continues to grow to meet the increasing demand for research, education and patient support.

Born out of the desire to support her husband and sister through their colorectal cancer diagnoses, PFYT was started in 1996 in Toronto by CCC Co-Founder Bunnie Schwartz. What began as a passion-project has become a national event for the CCC community and beyond! Sponsorship of a PFYT event demonstrates your company's commitment to improving the lives of those affected by cancer, while positioning you as an industry leader in supporting the future of patient support, research and advocacy.

In 12 cities across Canada and ANYWHERE virtually!

**THOUSANDS GATHER TO PUSH
THEIR TUSHES IN THE FIGHT AGAINST
COLORECTAL CANCER, WHILE HAVING
A BOOTY-SHAKING GOOD TIME!**

Colorectal cancer is preventable, treatable and beatable. Yet, on average, **72 people will be diagnosed with the disease each day.**

We can reduce our risk of colorectal cancer by maintaining a healthy lifestyle that includes physical activity, nutritious diet, and appropriate screening.
Let's get the word out.

Local and national sponsors elevate our efforts and broaden our reach. Our generous supporters are committed to excellence and improving Canadians' access to information and treatment.

Your support makes a difference in the lives of countless people touched by colorectal cancer!





Title Sponsor

\$30,000

ONE AVAILABLE



As Title Sponsor, you will be showcased across the nation at our 9 in-person Push For Your Tush Events - and on our virtual race platform - your company's support will be broadcast to thousands of participants.

Title Sponsorship includes:

- Includes all benefits of city sponsorship level. Team registration available at any event(s) of your choosing.
- Company name/logo prominently displayed as Title Sponsor on all Push for Your Tush promotional and marketing materials. In addition to those mentioned in lower levels of sponsorship, this includes (but is not limited to):
 - Runners' bib
 - Company name/logo with a notable mention and thank-you in CCC's monthly newsletter May-August (~30,000 subscribers)
- Dedicated social media mentions across all channels:
 - Logo on every PFYT social media post (~40 posts)
 - Introductory post (video or static)
 - Ongoing collaboration posts between CCC & the sponsor (calendar TBD)
- Complimentary booth/table at event(s) (to be provided by CCC)
- Brand promotion through CCC platforms
 - PFYT e-blasts
 - Thought pieces and editorials to reach the national CCC community beyond the PFYT event
 - Dedicated page on the PFYT website
- Session sponsorship at Colorectal Community Conference, signage in the virtual conference lobby and complimentary virtual booth in conference exhibition hall (May 2026)
- CCC will provide one in-person or virtual lunch-and-learn with your staff on a topic of your choosing related to colorectal cancer awareness, prevention, research, or general wellness
- Company name/logo prominently featured on all signage, including (but not limited to) event day, Thank You Sponsors, race banners



This year's Title Sponsor is:

KOHLER®

City level sponsorship is available in Montreal, London, Ottawa, Toronto, Cambridge, Summerland, Victoria or Calgary - where thousands of runners will come together for colorectal cancer awareness. As a city-level sponsor, you will be a key part of both our race-day events and our pre and post-race activities.

City Sponsorship includes:

- Opportunity to speak at the opening of the event
- One complimentary team registration (up to fifteen runners)
- Verbal recognition of company sponsorship during event activities
- Volunteer opportunities for company representatives on-site at event
- Company name/logo on event site
- Company name/logo on CCC website (~30 thousand visits per month)
- Complimentary booth/table at event (to be provided by CCC)
- Opportunity for product placement
- Recognition as sponsor in all print materials and signage at event
- Social media mentions across CCC platforms and sharing of your posts
- Feature on social media live hosted by CCC during event
- 1/8th page feature in PFYT newsletter
- Company logo printed on runner bibs





Entertainment Sponsor

\$2,500

**ONE AVAILABLE PER LOCATION
(TORONTO + MONTREAL SOLD OUT)**

Entertainment level sponsorship is available in London, Ottawa, Victoria or Calgary - where thousands of runners will come together for colorectal cancer awareness. As an Entertainment Sponsor, your contribution will not only set the tone for the event day, but will also be mentioned and promoted through the event.

Entertainment Sponsorship includes:

- ▶ Company logo displayed at DJ booth
- ▶ Complimentary booth/table at event (to be provided by CCC)
- ▶ Volunteer opportunities for company representatives on-site at event
- ▶ Opportunity for product placement
- ▶ One complimentary team registration (up to ten runners)
- ▶ Verbal recognition of company sponsorship by DJ/Emcee throughout event
- ▶ Company logo featured on PFYT newsletter
- ▶ Company logo on event site



**Montreal + Toronto's
Sponsor This Year :**





Nutrition Sponsor

\$1,000 ONE AVAILABLE PER LOCATION

Nutrition level sponsorship is available for London, Ottawa, Victoria or Calgary - where thousands of runners will come together for colorectal cancer awareness. As a Nutrition Sponsor, you will provide runners with fuel and hydration before, during and post-race

Nutrition Sponsorship includes:

- Company logo displayed at nutrition table
- Complimentary booth/table at event (to be provided by CCC)
- Opportunity for product placement
- Volunteer opportunities for company representatives on-site at event
- One complimentary team registration (up to ten runners)



Montreal + Toronto's Sponsor This Year :  **MERCK**

Table Sponsor

\$300 10 AVAILABLE PER LOCATION

The sponsorship of a table gives you the opportunity to promote your business/products to hundreds of participants and spectators in your local community.

Table Sponsorship includes:

- Table/booth to be provided by CCC
- Opportunity to sell/showcase your products or business
- Volunteer opportunity for company representatives on-site at event



It's sure
to be a
booty-
shaking
good
time



COLORECTAL
CANCER
CANADA
PRESENTS

**PUSH
FOR
YOUR
TUSH**
5K / 10K



[@coloncanada](https://www.instagram.com/coloncanada)

www.colorectalcancercanada.com

info@colorectalcancercanada.com
1-877-502-6566

1 Westmount Sq Suite 1630, Westmount, Quebec

For information on sponsorship opportunities, please contact

Carole Brohman, Executive Director
caroleb@colorectalcancercanada.com