



ACTION FOR HEALTHY COMMUNITIES

PEOPLE AND COMMUNITIES IN ACTION

ACTION DASH 2026

Corporate Sponsorship Package

Saturday, June 27, 2026 | William Hawrelak Park, Edmonton, Alberta

Hosted by Action for Healthy Communities Society of Alberta in partnership with Running Room

An invitation to partner in community wellness, inclusion, and opportunity.

Action Dash is a vibrant, family-friendly charity run and community celebration that connects corporate partners with runners, walkers, families, newcomers, community leaders, local businesses, and underserved communities across Alberta.

WHY YOUR SPONSORSHIP MATTERS

Your sponsorship helps Action for Healthy Communities deliver programs that strengthen belonging, economic participation, wellness, and community capacity for newcomers, immigrant families, children, youth, and families experiencing vulnerabilities. Corporate partners receive meaningful visibility while standing alongside a trusted Alberta organization that has served diverse communities since 1995.

Community Reach

Runners, walkers, families, volunteers, vendors, cultural performers, and community leaders.

Brand Alignment

A high-trust platform connected to wellness, inclusion, diversity, and active living.

Employee Engagement

Team participation, volunteerism, wellness station involvement, and community-facing service.

EVENT OVERVIEW

Action Dash 2026 is a community-focused charity fundraising run designed to celebrate healthy living, cultural diversity, and community connection. The event combines timed race experiences, a family fun run/walk, cultural programming, marketplace activity, and opportunities for corporate teams to participate as runners, walkers, volunteers, and visible community champions.

Date and location	Saturday, June 27, 2026, at William Hawrelak Park, Edmonton, Alberta
Race experiences	Timed 5KM and 10KM races, plus a family-friendly 1KM fun run/walk
Community programming	Cultural performances, music, food, and community marketplace vendors
Audience	Participants, families, newcomers, community leaders, local businesses, volunteers, and supporters
Purpose	To raise funds for programs serving newcomers, immigrant families, children, youth, families experiencing vulnerabilities, and underserved communities across Alberta

WHAT SPONSORSHIP SUPPORTS

- Settlement and integration supports for newcomers and immigrant families.
- Employment readiness, career navigation, and community economic participation programs.
- Literacy, learning, youth leadership, and family-focused capacity building initiatives.
- Financial empowerment, mental health supports, and community development facilitation.
- Accessible community events that build belonging across cultures and generations.

SPONSOR VALUE PROPOSITION

Action Dash gives sponsors more than logo placement. It offers a credible, community-facing platform where companies can demonstrate purpose, connect with diverse audiences, activate employees, and build goodwill through a positive event experience.

- Visible association with wellness, inclusion, diversity, and local community impact.
- Brand exposure before, during, and after the event through digital, on-site, and community outreach channels.
- Direct engagement with participants through team entries, volunteer opportunities, booths, wellness stations, and announcements.
- Content opportunities for corporate social responsibility, employee engagement, recruitment, and community relations storytelling.
- Recognition as a partner helping reduce barriers and expand access to critical programs for vulnerable and underserved communities.

TIERED SPONSORSHIP OPPORTUNITIES

Packages may be customized to align with sponsor objectives, sector relevance, and activation goals. Availability is limited to preserve sponsor value and visibility.

PLATINUM / PREMIUM PRESENTING SPONSOR | CAD \$10,000+

Limited to 1 presenting sponsor; premium customization available

The highest-visibility partnership for a company seeking category-leading community presence and deep alignment with Action Dash 2026.

Featured sponsorship opportunity: Event Title and Presenting Sponsorship, with optional Cultural Marketplace Sponsorship integration.

- Naming recognition as Presenting Sponsor in key event references where space permits.
- Premier logo placement on event web page, promotional materials, sponsor signage, and race shirts.
- Prominent on-site recognition from stage/announcements and opportunity for a short sponsor greeting.
- Premium booth or activation space in a high-traffic event area.
- Corporate team participation package for up to 30 runners/walkers or volunteers, based on registration timelines.
- Feature story or sponsor spotlight across AHC digital channels.
- Opportunity to support the cultural marketplace, community hospitality, or participant experience area.
- Post-event recognition summary suitable for **Corporate Social Responsibility (CSR)** reporting.

GOLD IMPACT SPONSOR | CAD \$5,000

2 sponsor opportunities

A strong leadership-level sponsorship for companies looking to show meaningful investment in community impact and participant experience.

Featured sponsorship opportunity: Race Prize Contributions and In-Kind Donation Sponsorship.

- Logo placement on event web page, selected promotional materials, sponsor signage, and race shirts.
- Recognition in event announcements and social media sponsor thank-you posts.
- Opportunity to provide or underwrite race prizes, participant rewards, or high-value in-kind support.
- Corporate team participation package for up to 15 runners/walkers or volunteers, based on registration timelines.
- Option for branded item inclusion in participant packages, subject to deadlines and approval.
- Invitation to provide volunteers for a race-day role aligned with sponsor interests.
- Post-event thank-you recognition and impact summary.

BRONZE ENGAGEMENT SPONSOR | CAD \$2,000

5 sponsor opportunities

A practical, high-touch sponsorship for companies that want employees visibly engaged in community wellness and service.

Featured sponsorship opportunity: Employee Team Volunteer Participation and Wellness Station Sponsorship.

- Recognition as a Wellness Station or Volunteer Engagement Sponsor.
- Logo placement on event web page and relevant on-site signage.
- Social media recognition before or after the event.
- Corporate team participation package for up to 8 runners/walkers or volunteers, based on registration timelines.
- Opportunity to host or co-host a wellness, hydration, encouragement, or volunteer support station.
- Verbal recognition during event announcements where feasible.
- Post-event thank-you recognition.

SILVER RACE ACCESS SPONSOR | CAD \$1,000

3 sponsor opportunities

An accessible sponsorship option that directly supports participant access and helps reduce barriers to community involvement.

Featured sponsorship opportunity: Race Sponsorship for 5KM, 10KM, or 1KM participants.

- Supports approximately 14 participant race experiences at an estimated value of CAD \$72 per participant.
- Participant value includes race registration, race T-shirt, timing/tag support where applicable, and water bottle support.
- Logo/name recognition on event web page and selected sponsor materials.
- On-site sponsor recognition through shared signage.
- Social media thank-you recognition.
- Option to identify a preferred participant access focus, subject to event logistics.
- Post-event thank-you recognition.

SPONSOR RECOGNITION AND BENEFITS SUMMARY

Benefit / Recognition	Silver \$1,000	Bronze \$2,000	Gold \$5,000	Platinum/ Premium \$10,000+
Event web page sponsor recognition	Name/logo	Logo	Logo	Premier logo
Promotional materials recognition	Selected	Selected	Included	Premier
Race shirt logo placement	Shared / where space permits	Shared / where space permits	Included	Premier placement
On-site signage	Shared signage	Station signage	Sponsor signage	Premium signage
Social media recognition	Thank-you post	Thank-you post	Dedicated/featured post	Sponsor spotlight + dedicated recognition
Verbal announcements	Shared recognition	Shared recognition	Included	Premier recognition + optional greeting
Corporate team participation	Up to 4 entries/volunteers	Up to 8 entries/volunteers	Up to 15 entries/volunteers	Up to 30 entries/volunteers
Booth / activation space	Not included	Station activation	Upon request / space permitting	Premium activation space
Participant package item	Upon approval	Upon approval	Included if provided by deadline	Priority inclusion if provided by deadline
Post-event impact summary	Thank-you	Thank-you	Included	Included with CSR-ready summary

Final benefit delivery is subject to sponsorship confirmation date, production deadlines, print specifications, and event logistics. AHC will work with each sponsor to confirm assets, activation details, and recognition timelines.

RECOMMENDED SPONSOR ASSETS AND DEADLINES

- High-resolution logo files in vector format where possible (AI, EPS, SVG, or high-resolution PNG).
- A 50- to 75-word company description for sponsor recognition and media use.
- Primary contact name, phone number, email, and day-of-event activation lead.
- Confirmation of employee participants, volunteers, booth needs, branded giveaways, and any in-kind contributions.
- All print-ready sponsor assets should be submitted by the production deadline communicated after sponsorship confirmation.

CUSTOMIZATION OPTIONS

AHC welcomes conversations with sponsors that want to align support with a specific community impact theme, employee engagement goal, or customer/community activation. Custom options may include community access sponsorships, cultural marketplace support, hydration support, youth and family participation support, volunteer appreciation, race prizes, hospitality, or matching-gift challenges.

ABOUT ACTION FOR HEALTHY COMMUNITIES

Action for Healthy Communities Society of Alberta has supported diverse communities in Alberta since 1995 through programs focused on settlement, employment, literacy, youth leadership, financial empowerment, mental health, and community capacity building. AHC works collaboratively with community groups, employers, schools, government partners, and local leaders to foster inclusion, wellbeing, and opportunity for all Albertans.

PARTNERSHIP CALL TO ACTION

We invite your organization to join Action Dash 2026 as a corporate sponsor and help create an event that celebrates wellness, inclusion, belonging, and shared community responsibility. Your support will help expand access to essential programs while giving your brand a visible and values-aligned presence at a meaningful Edmonton community event.

Next steps for sponsors

1. Select your preferred sponsorship tier or request a customized package.
2. Confirm sponsorship by contacting AHC.
3. Submit logo, sponsor description, and activation needs.
4. Engage your team as runners, walkers, volunteers, or on-site ambassadors.

CONTACT

Sponsorship contact	Lisa de Gara
Email	communications@a4hc.ca
Event	Action Dash 2026
Host organization	Action for Healthy Communities Society of Alberta

Thank you for considering a partnership that advances healthy communities, inclusion, and opportunity across Alberta.