



Adult & Teen Challenge
of Central Canada

Events Sponsorship Package







Aurora's Story:

My life was shaped by addiction from an early age. I grew up on the Cote First Nation in Saskatchewan. Both of my parents struggled with addiction, and my sister and I were raised in a home marked by violence and instability before we were placed in foster care. Addiction became normal to me, and over time I fell into destructive patterns that affected my body, mind, and relationships. I became trapped in my own cycle, living in shame, guilt, and deep unworthiness. I fell into depression, felt numb to my reality, and as my life was slipping away, I attempted to take my own life

I came to Adult & Teen Challenge because I needed change. In my heart, I knew only God could heal me. I found Jesus, and everything began to change. Today, I'm walking in freedom and peace, knowing who I am in Christ.

Prov 3:5-6 "Trust in the Lord with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths."

Mission

"To offer a full range of addiction treatment and recovery services with compassion and excellence."

Adult & Teen Challenge
of Central Canada



Partner With Us to See Addiction End, New Life Begin, and Freedom for All!

Addiction is breaking lives, together, we can bring healing, hope, and freedom. At Adult & Teen Challenge, we help individuals and families find lasting change.

Each year, thousands participate in our fundraising events, galas, radiothons, golf tournaments, rides, and community dinners. By sponsoring an event, your business directly supports this mission while gaining meaningful visibility. You'll be seen by engaged, values-driven audiences and positioned as a company that stands for something greater.

This isn't just charity, it's community leadership. It tells your customers, your staff and the community that you care about families, believe in second chances, and want to make a difference in your community

Partner with us. Stand for hope. Let your brand be part of something that changes lives.

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Twenty Exciting Events!

Our events fall into three categories: Community Engagement events that connect people through hands-on participation, Community Awareness Dinners that highlight our mission and stories of hope, and our Radiothon, a powerful broadcast that invites a wider region to experience life-changing transformation stories of hope.

Community Engagement Events | **Community Awareness Dinners** | **Radiothon Events**

JAN
SLED FOR ETERNITY
Southeast Manitoba

FEB
SLED FOR ETERNITY
North Northwestern Ontario

MAR
SLED FOR ETERNITY
Northern Manitoba

APR

MAY
JOURNEY OF HOPE GALA

JUN
NORTH AMERICAN FISHING CHALLENGE
TRANSFORMATION TRACTOR RIDE

JUL
RECOVERY OPEN GOLF TOURNAMENT (ON)

AUG

SEP
ATV RIDE FOR HOPE
CJOB RADIOTHON
RECOVERY OPEN GOLF TOURNAMENT (MB)

OCT
FALL FUNDRAISING DINNERS
Brandon/Dryden/ Thunder Bay/ Steinbach

NOV
FALL FUNDRAISING DINNERS
Flin Flon/Pembina Valley/ Killarney/Swan River/ Winnipeg

DEC
CHVN RADIOTHON

JANUARY
SLED FOR ETERNITY
Southeast Manitoba

FEBRUARY
SLED FOR ETERNITY
North Northwestern Ontario

MARCH
SLED FOR ETERNITY
Northern Manitoba

MAY
JOURNEY OF HOPE GALA

JUNE
NORTH AMERICAN FISHING CHALLENGE
TRANSFORMATION TRACTOR RIDE

JULY
RECOVERY OPEN GOLF TOURNAMENT (ON)

SEPTEMBER
ATV RIDE FOR HOPE
CJOB RADIOTHON
RECOVERY OPEN GOLF TOURNAMENT (MB)

OCTOBER
FALL FUNDRAISING DINNERS
Brandon/Dryden/ Thunder Bay/Steinbach

NOVEMBER
FALL FUNDRAISING DINNERS
Flin Flon/Pembina Valley/ Killarney/Swan River/ Winnipeg

DECEMBER
CHVN RADIOTHON

Community Engagement Events

JANUARY - MARCH
SLED FOR ETERNITY
300 PARTICIPANTS (Appx.)



Sled for Eternity is more than a snowmobile ride, it's a powerful community event that draws 100–300 riders to each of our three locations across Northern Manitoba, Southeast Manitoba, and Northwestern Ontario. Riders spend the day on scenic trails, connecting with fellow snowmobilers and completing checkpoint draws, all while raising vital funds to help individuals and families break free from addiction through Adult & Teen Challenge.

The excitement goes beyond the ride: the top fundraiser wins a brand-new snowmobile, and participants can earn additional prizes for fundraising milestones. Sponsoring this event aligns your brand with a high-energy, family-friendly experience while directly impacting local communities.

***Contest Disclaimer:** You are entering for the chance to win the contest item; entering does not guarantee your winning.

JUNE
NORTH AMERICAN FISHING CHALLENGE
300 PARTICIPANTS (Appx.)



The North American Fishing Challenge is a continent-wide, fish-from-anywhere tournament that blends the excitement of fishing with a life-changing cause. Hundreds of anglers across the U.S. and Canada compete via the FishDonkey app in multi-species divisions, raising funds to support Adult & Teen Challenge's addiction recovery services.

Participants and sponsors fuel the mission: the top fundraising teams win premium prizes, and every $500 raised earns an entry into a brand-new, fully rigged Lund Rebel XL fishing boat. Sponsorship offers your brand exposure to anglers, families, and community supporters across North America, while making a direct impact in transforming lives and restoring hope.

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Community Engagement Events

JUNE
TRANSFORMATION TRACTOR RIDE
50 PARTICIPANTS (Appx.)



The Transformation Tractor Ride is a heartfelt, community-driven event that brings together over 50 local farmers, each proudly driving their own vintage tractor through the scenic routes of Southeastern Manitoba.

This is a meaningful way to celebrate and appreciate the vital role farmers play in our communities. As a sponsor, your business will be recognized by a deeply rooted, rural audience through event-day visibility, online promotion, and community media.

JULY & SEPTEMBER
THE RECOVERY OPEN GOLF TOURNAMENT
50 - 200 PARTICIPANTS (Appx.)



The Adult & Teen Challenge Golf Tournaments combine a premier 18-hole experience with a powerful community mission. Each tournament attracts dozens of teams and local business leaders, offering sponsors exceptional visibility while supporting life-changing addiction recovery programs.

Golfers compete in team contests and fundraising challenges, with the top fundraiser earning first choice of a high-value prize package, such as a car, ATV, or custom backyard package. Sponsoring the tournament positions your brand in front of engaged, community-minded golfers, while directly impacting local families by funding recovery and support programs.

SEPTEMBER
ATV RIDE FOR HOPE
100+ PARTICIPANTS



The ATV Ride for Hope gathers over 100 riders from across Manitoba for a high-energy, family-friendly fundraiser. Riders hit the marked trails, enjoy checkpoint games, and raise funds for a chance to win great prizes. For every $500 raised, participants earn one entry to win an ATV, making fundraising both meaningful and motivating.

Sponsoring this event connects your brand with a passionate community and provides strong exposure online, on the trail, and at the event.

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COMMUNITY ENGAGEMENT SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: $10,000 +

Includes benefits of previous levels, plus

- **Presenting naming rights** (Company name presents the....)
- Premier recognition throughout the event, including a featured moment to share a message of encouragement during the wind-up
- Premium event experience for up to six participants
- Top-tier on-site presence (set up a tent or booth and promote your business)

GOLD SPONSOR: $5,000 +

Includes benefits of previous levels, plus

- **Prominent recognition:** featured in event promotions (website, social, and print)
- Registration for a total of four participants
- Visible on-site branding
- Stage acknowledgment during the presentation (opportunity to share a message and receive professional photo for your own marketing)

SILVER SPONSOR: $2,500 +

Includes benefits of previous levels, plus

- Verbal recognition during the event presentation
- Company logo with weblink on event website as Sponsor
- Company may provide promotional items to be given out at the event

BRONZE / CHECKPOINT SPONSOR: $1,000 +

Includes benefits of previous levels, plus

- Company Logo on event website as Sponsor
- Company Logo on signage at the event
- Registration for two participants
- Company listed as event checkpoint (Limited Availability)

EVENT SUPPORTER: $500 +

- Company recognition on event website as Event Supporter

SPONSOR ONE OR ALL EVENTS
See page 11 for more details.

***Disclaimer Sponsorship Confirmation & Availability.** We are committed to providing our sponsors with the full range of benefits outlined for each level. Please note that some recognition opportunities are time-sensitive and depend on event deadlines. Sponsorship benefits are confirmed once funds are received, and opportunities may be limited if commitments are made close to the event date. To ensure full recognition and participation in all benefits, sponsors are encouraged to submit payment promptly upon confirming their commitment. Complementary registrations are not in addition to the levels below, but the total the number in the higher brackets.

Community Awareness Dinners



MAY
JOURNEY OF HOPE GALA
500 PARTICIPANTS (Appx.)

The Journey of Hope Gala is held in the Grand Ballroom of The Fort Garry Hotel in Winnipeg. This formal evening brings together business and community leaders, partners, and friends who share a passion for seeing lives transformed and addiction overcome. Guests enjoy an elegant dinner, powerful stories of hope, and inspiring updates on new initiatives shaping the future of Adult & Teen Challenge across Central Canada. It is a night that celebrates impact and invites continued investment in lasting change.

As a sponsor, your brand is seen and celebrated by a generous, values-driven audience.



OCTOBER & NOVEMBER
FALL FUNDRAISING DINNERS
100-300 PARTICIPANTS (Appx.)

Each fall, nine fundraising dinners take place on nine different nights in nine different communities across Central Canada. These evenings focus on local impact, highlighting stories of hope, transformation, and ministry growth in each area. Guests enjoy a warm meal and a heartfelt, community-centered program. Many attendees are already connected with Adult & Teen Challenge and bring friends or loved ones to hear firsthand how lives are being changed right in their own community.

COMMUNITY AWARENESS DINNER(S) SPONSORSHIP

TITLE PARTNER SPONSOR: $25,000 **GALA** ONLY

**Includes benefits of Gold Sponsorship, plus:*

- Company's name to precede or follow mention of event in print and on social media, including newsletter circulation.
- Additional table for 10 at the event with logo and name
- Full page ad in event program
- Opportunity to share at the event
- First right of refusal for next years event

ELEMENT PRESENTING SPONSOR: $10,000

**Includes benefits of Gold Sponsorship, plus:*

- Company will receive special recognition on one of the event features *(ie. Silent auction, featured drink, photo booth, etc..)*
- Verbal recognition during the event presentation
- Half page ad in event program

GOLD SPONSOR: $5,000

** Includes benefits of Silver Table Sponsorship, plus:*

- Company will receive social media recognition
- Company logo with weblink on event website as sponsor
- Quarter page ad in event program

SILVER TABLE SPONSOR: $2,500

- Designated table at the event with company logo
- Company recognition on event website as sponsor
- Company listed onsite at the event (slide show, printed board)

BRONZE SPONSOR: $1,000

- 4 Event Tickets
- The satisfaction of helping to make a difference to the lives of individuals & communities.

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Radiothon Events

SEPTEMBER & DECEMBER
CJOB & CHVN RADIOTHONS

Broadcasting hope across Manitoba, one story at a time Our annual CJOB and CHVN Radiothons are some of the most impactful outreach and fundraising events of the year. These full-day live broadcasts share real stories of transformation, interviews with staff and students, and ministry updates that highlight the ongoing need for addiction recovery programs across Central Canada. Each Radiothon invites listeners to join the mission through giving, prayer, and encouragement, uniting thousands of people across the province around the message of hope and new life. Through every call, pledge, and testimony, these events amplify the life-changing work of Adult & Teen Challenge and inspire communities to stand together for freedom.



RADIOTHON EVENT SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: $10,000 +

- Premier visibility with top logo placement and company link on the event webpage and all Radiothon promotions
- Frequent on-air mentions throughout the day, highlighting your leadership and commitment to community transformation
- Social media features across both Adult & Teen Challenge and station channels
- Opportunity for an on-air interview segment to share your company's community values and message of support
- Inclusion in pre-recorded thank-you messages airing the week after the Radiothon

GOLD SPONSOR: $5,000 +

- Logo and website link featured prominently on the Radiothon webpage and select promotional materials
- On-air recognition during your sponsored hour(s), showcasing your commitment to restoring lives and strengthening communities
- Social media mentions highlighting your partnership before and during the event
- Acknowledgment in post-event donor communications and public thank-you posts
- Optional opportunity to record a short message of encouragement or corporate challenge for broadcast

SILVER HOURLY SPONSOR: $2,500 +

- Logo and website link featured on the Radiothon event webpage
- On-air acknowledgment during your sponsored hour, recognizing your business as a proud supporter of recovery and restoration
- Post-event thank-you mentions in donor communications and social media highlights

BRONZE SPONSOR: $1,000 +

- Logo and company link featured on the Radiothon webpage as a valued sponsor
- Acknowledgment on-air and in post-event thank-you communications, including social media recognition

SPONSOR ONE OR ALL EVENTS
See page 11 for more details.

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Honourable Sponsors

Extra bonus *for* multi year commitment

HONOURABLE SPONSORS REPRESENT OUR MOST DEDICATED COMMUNITY PARTNERS

With a minimum commitment of $60,000, these businesses and organizations go above and beyond by committing to **three or more years** of support while **sponsoring three or more events annually**. Their partnership not only strengthens the impact of Adult & Teen Challenge programs, it also demonstrates visible community leadership and care. By investing in both awareness and engagement events year after year, these sponsors help ensure that hope, freedom, and life transformation are shared with individuals and families across our region.

Businesses that make this Honourable commitment receive exclusive recognition as our most dedicated community partners. These sponsors enjoy high-level visibility, lasting recognition, and VIP access in addition to all benefits from their regular sponsorship levels.

ADDITIONAL BENEFITS

PRESENTING SPONSOR

Includes all benefits of Gold, Silver, and Bronze Honorary Sponsors, plus:

- Exclusive invitation to a private appreciation experience with our leadership team
- Co-branded impact story featuring your business as a donor in one or our newsletters

GOLD SPONSOR

Includes all benefits of Silver and Bronze Honorary Sponsors, plus:

- Early access to event registration and table selection for all events
- Annual social media spotlight and feature in the annual impact report
- Annual appreciation gift

SILVER SPONSOR

Includes all benefits of Bronze Honorary Sponsor, plus:

- Annual social media thank-you post

BRONZE SPONSOR

- Logo in our scrolling footer on all our website pages with clickable link to your business
- Multi-year recognition certificate for display at your business

Disclaimer: Honorary multi-year sponsorship benefits are secured once annual payment is received. Certain opportunities are time-sensitive and may depend on event deadlines.

MULTIPLE EVENT SPONSOR EXAMPLES

The following examples outline typical sponsorship investments for organizations interested in partnering across multiple Adult & Teen Challenge events throughout the year. Customized sponsorship packages can be developed to match your desired level of involvement and community impact.

SUPPORT ALL 20 EVENTS:

PRESENTING..... $200,000 +
GOLD ..... $100,000 +
SILVER .....$50,000 +
BRONZE .....$20,000 +

❑ **ADD GALA TITLE PARTNER**
$25,000

SUPPORT 5 EVENTS:

PRESENTING.....$50,000 +
GOLD .....$25,000 +
SILVER .....$12,500 +
BRONZE ..... $5,000 +

teenchallenge.tc/events

Learn more event details online





Kelvin and Hudson's Story:

Testimony from a North American Fishing Challenge Participant

Fishing has always been something my son and I enjoy, but the North American Fishing Challenge gave it a deeper purpose. It's become more than a day on the water, it's a day where we bond, talk about life, and do something that matters together.

Every year we raise funds to support Adult & Teen Challenge, and my son sees firsthand how his efforts help people find freedom from addiction. It's teaching him the value of giving back and standing up for others who are struggling.

We fish, we laugh, we compete, but at the end of the day, we know we've done something meaningful. He's proud of what we're part of, and so am I.

This event brings families together, builds values in the next generation, and supports a cause that's truly changing lives.

If you're thinking about participating or sponsoring don't hesitate. It's a fun, powerful way to make a real difference.



Jordan's Story:

I struggled with drinking and partying, not realizing I needed help. My biggest challenge was being honest with my loved ones. Adult & Teen Challenge gave me the space to speak openly, first with the group and then with my friends and family. It showed me that I'm not alone, others are facing the same struggles.

Customized Sponsorships Available

Contact Us: events@teenchallenge.tc
888-822-9992 | teenchallenge.tc/events

Advertising vs. Donation

Advertising Sponsors receive brand exposure and promotional value in return for their support. Because this is considered a business transaction, a tax receipt is not issued, but it qualify's as a business advertising expense.

Charitable Donation support our work without receiving advertising benefits. In this case, your contribution is treated as a charitable donation and is eligible for a tax receipt under CRA guidelines. (No advertising included.)

We're happy to help you determine which option aligns best with your goals.



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