

SPONSORSHIP

JUST  
Sweat

The image features the text 'JUST Sweat' in a black, sans-serif font. The word 'JUST' is positioned above 'Sweat'. The word 'Sweat' is written in a cursive, script font. Several blue, teardrop-shaped sweat drops are scattered around the text, appearing to drip from the letters. The background is white, and there is a blue vertical bar on the left side containing the word 'SPONSORSHIP' in white, uppercase letters.

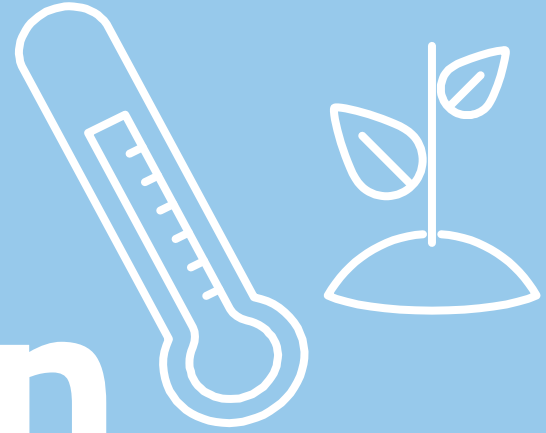
# Just Sweat

## Sweating Together, While Apart

*Physical distancing has left many feeling isolated and disconnected.*

*We see an **opportunity to connect** bring our community together to **create a sense of togetherness, nurture physical & mental health** and **inspire integrative cancer care.***

# Our Mission



## Inspiring Integrative Cancer Care

**Carley's**  
ANGELS *is working to unite traditional and holistic cancer care  
in hospitals, while spreading Carley's message of "always smile".*

# HOW CAN YOU HELP?

**By joining the Carley's Angels family as a sponsor of Just Sweat.**

# What is Just Sweat?

## Event Description

Just Sweat is a one day, **physically distanced event** where participants come together **to sweat** in an activity of their choice, while **raising funds for Integrative Cancer Care**.

## The details

- Saturday, August 22nd
- Registration open to our GLOBAL community (>35,000)
- Participants receive custom sweat activated Carley's Angels workout shirt that reveals our logo as they sweat
- Participants will be encouraged to share their Just Sweat experience online to win prizes

## Your sponsorship will reach...

- Audience is predominantly female between the ages of 13-55 across 133 countries, with the majority of our fans in the United States and Canada
- Fans of motion picture [Kiss and Cry](#) (based on Carley Allison's remarkable battle with cancer)
- Readers of [Always Smile](#) book (published work based on Carley Allison's blog)

# 35,000

Instagram & Facebook Followers

# 10,000

Monthly Active Website Users

# 2,000

Mailing List Subscribers

# Sponsorship Menu

**PRESENTING Sponsor**  
Exclusive

**SOLD**

**GOLD** Sponsor  
**\$2,000**  
(2 available)

**SILVER** Sponsor  
**\$1,000**  
(3 available)

**BRONZE** Sponsor  
**\$500**  
(4 available)

**FAN** Sponsor  
**In-Kind Prize**

# Just Sweat PRESENTING **SOLD** Sponsor

Your contribution: ~~\$3,500~~

## Benefits to your brand:

- Prominent logo on sleeve of custom Carley's Angels t-shirts for every registrant
- Opportunity to include promotional items in registration package
- Social media recognition:
  - **4x Instagram & Facebook Posts**
  - **3x Dedicated Instagram Stories**
  - **3x Carley's Angels e-blasts**





# Just Sweat GOLD Sponsor

Your contribution: **\$2,000**

## Benefits to your brand:

- Opportunity to include promotional items in registration package
- Social media recognition:
  - **2x Instagram & Facebook Posts**
  - **3x Dedicated Instagram Stories**
  - **2x Carley's Angels e-blasts**



# Just Sweat **SILVER Sponsor**

Your contribution: **\$1,000**

## Benefits to your brand:

- Opportunity to include promotional items in registration package
- Social media recognition:
  - **1x Instagram & Facebook Post**
  - **3x Dedicated Instagram Stories**
  - **1x Carley's Angels e-blast**



# Just Sweat **BRONZE Sponsor**

Your contribution: **\$500**

## Benefits to your brand:

- Opportunity to include promotional items in registration package
- Social media recognition:
  - **3x Dedicated Instagram Story**
  - **1x Carley's Angels e-blasts**





# Just Sweat FAN Sponsor

Your contribution: **In-kind prize**

## Benefits to your brand:

- Shout-out during prize winner announcements
- Social media recognition:
  - **2x Dedicated Instagram Stories**



# | Ready to Sponsor?

If you're ready to join the Carley's Angels family as a sponsor of **Just Sweat**, contact **[info@carleysangels.ca](mailto:info@carleysangels.ca)**.

# Thank You!

*Carley's*  
ANGELS