



This event is based on the idea of The Amazing Race. Teams will work through challenges that will send them throughout Medicine Hat. We have collaborated with some amazing local businesses and interest groups to bring you an experience the community won't soon forget. The best part is the whole community will be able to watch all the action unfold all day on the live streams.



SPONSORSHIP OPPORTUNITIES



Title Sponsorship \$10,000

- Starting line Sponsorship
- Race Recognition
- Watch Party location
- Logo on website
- Commercial spot if they have a commercial

Watch Party Sponsorship \$5,000

- Starting line Sponsorship
- Get a watch party location (will use the company colors, logo in the decorations at location)
- Live Feed Commercial
- Logo on Website

Live Stream Sponsorship \$2,500

- Starting Line Sponsorship
- Logo on Website
- First to sign up gets Leaderboard Spot
- Last to sign Up gets Media Sponsorship

Food/Hydration Sponsor \$1,000

- Starting Line Sponsorship
- 10*10 Tent at one race stop location (Must provide the tent)

Travel Sponsor \$500

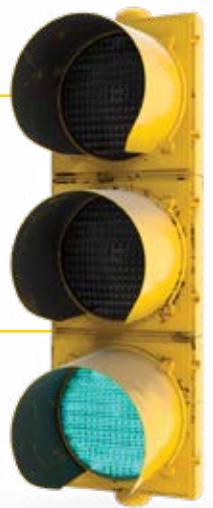
- Starting line Sponsorship

Starting Line Sponsor \$250

- Logo included in marketing materials
- Promo items in swag bags

Race Stop Sponsor

- Logo on the t-shirts



To become a sponsor please email events@mhfoodbank.com
Visit mhrootcellar.com for more details



The goal of this event is to raise funds that will be used to replenish the shelves in our Emergency Food Pantry. We are seeing historical highs in local families accessing emergency support and we need your help. We are looking for sponsorship for this event. Being a sponsor in this event will support you in advertising your company and will also help you gain exposure, increase your revenue, capture new customers, and experience a deeper community connection. We look forward to talking with you to explore possible partnership and sponsorship opportunities.

WHY WE NEED OUR COMMUNITIES HELP

Did you know
25,187

people accessed the
Emergency Food Pantry
in 2023.

2023
7,975
individuals

January-April 2024
10,730
individuals

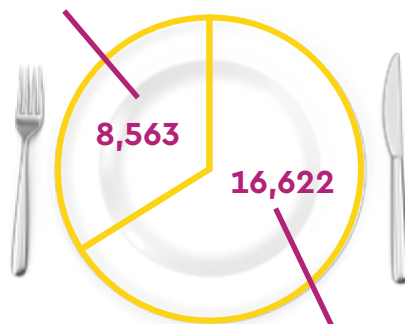
12,164
households

5,194
households

4,189
families



How many
children



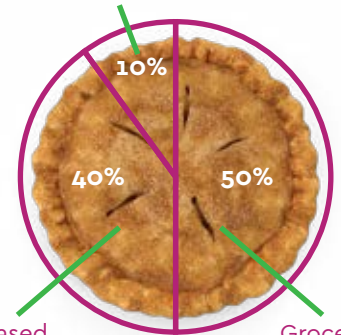
How many
were adults

We are currently supplying over
1500 children
with a nutritious lunch daily
across three local school districts



Where our food comes from

Community
food donations



Purchased
food/items

Grocery
Stores

Servicing our region 2023

In Medicine Hat and area, we have 23,454 people who access our services, meaning 11,213 households.

In the Redcliff area, we have 746 individuals who access our services, meaning 380 households.

In Cypress County, we have 987 individuals who access our services, meaning 571 households.

HOW CAN YOU HELP? THINK OF OUR AMAZING RACE FOR HUNGER SPONSORSHIP