



**Canadian Fitness and Lifestyle Research Institute  
(CFLRI)  
*Physical Activity for Public Health Practitioners Course***

**Banff Park Lodge, Banff, Alberta  
September 29 – October 2, 2008**

## **Partnership Opportunities**

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The Canadian Fitness and Lifestyle Research Institute will host its Third Annual Practitioners Course at the Banff Park Lodge in Banff, Alberta from September 29 to October 2, 2008. This intensive, four-day academic-style program will bring together theory, best practice, and communications.

The Canadian Fitness and Lifestyle Research Institute (CFLRI) is a not-for-profit and charitable organization which has been in existence since 1980. The Institute conducts research, monitors trends and makes recommendations to increase population levels of physical activity and improve the health of all Canadians. It is a national research agency concerned with educating Canadians about the importance of leading healthy, active lifestyles and is a leader in bridging the gap between knowledge on physical activity and its use. The Institute has emerged as an internationally recognized organization in the broad area of health promotion while retaining its primary focus on the health benefits accrued from physical activity.

Many professionals who are being called on to promote physical activity do not know how to routinely use physical activity research information, to access and learn from best practices, or build outcomes measures and evaluation into their efforts. As such they are lacking in key knowledge essential to delivering physical activity programming. This important Practitioners Course will bring together public health promotion people from across the country.

The Third Annual Practitioners Course will offer organizations a chance to demonstrate their commitment to educating Canadians about the importance of leading healthy, active lifestyles. They can use the event as an opportunity to showcase their products and services available to the very professionals who are leading the charge for increased physical activity. Your financial contribution to this event will provide your organization with added visibility and will enable you to be recognized for your support of the Third Annual Practitioners Course and the knowledge associated with healthy lifestyles.

CFLRI will recognize your organization's sponsorship as key to the delivery of the Third Annual Practitioners Course. Our sponsorship program provides marketing visibility to varying degrees based on the level of support. You are invited to review the following opportunities to determine which is best matched to your commitment and resources

## **Patrons:**

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### **Gold - \$10,000**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Gold Sponsor
  - Three (3) Course Registrations
  - Opportunity to open the session and introduce the Opening Plenary Speaker
  - One 8' x 10' exhibit display area during Course Exhibition
  - Website recognition (link to your corporate site on the CFLRI Web Site).
  - On-site recognition (signage, logos displayed on screens at Opening and Closing Plenary, verbal recognition).
  - Opportunity to include collateral or print materials in CFLRI Delegate Kit Bag
  - Opportunity to include a Black & White ad in Course Program Binder
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### **Silver - \$7,500**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Silver Sponsor
  - Two (2) Course Registrations
  - One 8' x 10' exhibit display area during Course Exhibition
  - Website recognition (link to your corporate site on the CFLRI Web Site).
  - On-site recognition (signage, logos displayed on screens at Opening and Closing Plenary, verbal recognition).
  - Opportunity to include collateral or print materials in CFLRI Delegate Kit Bag
  - Opportunity to include a Black & White ad in Course Program Binder
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### **Bronze - \$5,000**

- Website recognition (link to your corporate site on the CFLRI Web Site).
  - One (1) Course Registration
  - On-site recognition (signage, logos displayed on screens at Opening and Closing Plenary, verbal recognition).
  - Opportunity to include collateral or print materials in CFLRI Delegate Kit Bag
  - Opportunity to include a Black & White ad in Course Program Binder
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## **Supporting Sponsors:**

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### **Dinner - \$3,500 (three available)**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Dinner Sponsor
  - On-site recognition (signage and verbal recognition during Dinner)
  - Website recognition (link to your corporate site on the CFLRI Web Site).
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### **Lunch - \$1,750 (two available)**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Lunch Sponsor
  - On-site recognition (signage and verbal recognition during Lunch)
  - Website recognition (link to your corporate site on the CFLRI Web Site).
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### **Course Binder - \$1,500 (one available)**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Binder Sponsor
  - Organization logo on cover of binder
  - Website recognition (link to your corporate site on the CFLRI Web Site).
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### **Health Break - \$1,000 (four available)**

- Recognized in all CFLRI PAPH Course publications (printed and electronic) as a Gold Sponsor
- On-site recognition (signage)
- Website recognition (link to your corporate site on the CFLRI Web Site).



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**FINANCIAL SUPPORT AGREEMENT**

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Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please indicate category and amount of your support.**

**PATRONS:**

- Gold - \$10,000
- Silver - \$7,500
- Bronze - \$5,000

**SUPPORTING SPONSORS:**

- Dinner - \$3,500 (*three available*)
- Lunch - \$1,750 (*two available*)
- Course Binder - \$1,500 (*one available*)
- Health Break - \$1,000 (*four available*)

**ATTACHED IS OUR PAYMENT IN THE AMOUNT OF \$ \_\_\_\_\_**  
(Please make cheque payable to Canadian Fitness and Lifestyle Research Institute.)

- Payment will follow.
- Please invoice my organization for \$ \_\_\_\_\_

**Please complete and return to:**

Sue Cragg, Senior Manager  
Canadian Fitness and Lifestyle Research Institute (CFLRI)  
#201 - 185 Somerset Street West Ottawa, Ontario K2P 0J2

**Questions?** Contact Sue Cragg, 613-233-5528, ext. 28 or [scragg@cflri.ca](mailto:scragg@cflri.ca)