

SPONSORSHIP OPPORTUNITY



IN SUPPORT OF



Inn from
the Cold

natefit.ca/exposed



February 27, 2022

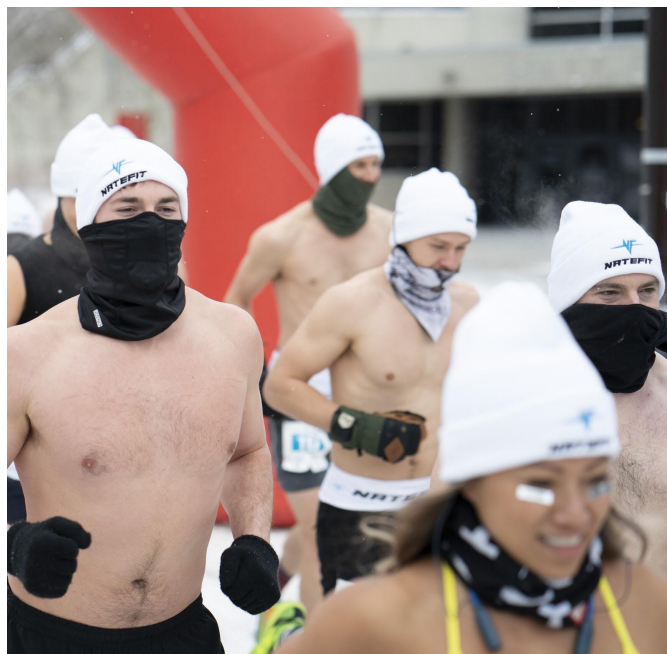
natefit.ca/exposed 5k run

What is the NATEFIT Calgary Exposed 5K?

Not just any run... A **SHIRTLESS** run in the middle of winter to raise funds for **Inn from the Cold**. **\$111,000 so far.**

On February 27, 2022, fifty philanthropist athletes are coming together in Eau Claire to run the **NATEFIT Exposed 5K** and help **Inn from the Cold** end children homelessness in Calgary.

What started in 2018 as a one-man initiative to support its community and explore the health benefits of cold exposure became a collective effort in 2019. To date, NATEFIT has donated more than \$100,000 for Inn from the Cold.



Watch 2020 Natefit Exposed 5k Run here

Calgary businesses are being approached to **support Inn from the Cold** by sponsoring participants for a minimum of **\$1,000 per runner**. **NATEFIT Calgary Exposed 5K** is only possible with the help of our business community and we guarantee that **90%** of your sponsorship dollars is donated to Inn from the Cold.

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[natefit.ca/exposed 5k run](https://natefit.ca/exposed-5k-run)

Why support Inn from the Cold?

More families are seeking shelter, housing and assistance due to Alberta's economic downturn. *On any given night in Calgary, 180 families are experiencing homelessness.*

Inn from the Cold never turns anyone down. *In 2020, they provided 14,418 nights of shelter and served 43,254 nutritious meals despite the COVID pandemic.*

85% of your contributions to Inn from the Cold supports the families in need. *For every \$1 donated, nearly \$5 of social & economic value is created for our community.*



<https://innfromthecold.org/>

Sponsorship Opportunity & Benefits

By sponsoring a runner for **\$1,000**, not only do you help **Inn from the Cold** provide shelter to homeless children and their families, you also make this fundraising initiative sustainable.

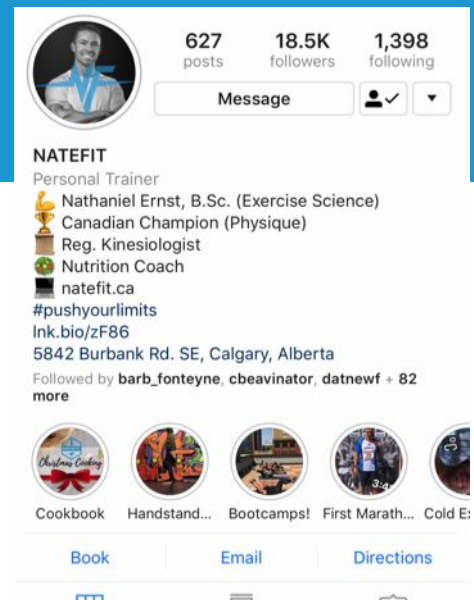


Brand Recognition:

- Company name + logo displayed by runners during the **NATEFIT Calgary Exposed 5K Run**.
- Company logo and website link on **NATEFIT.CA/EXPOSED**

Social Media Exposure:

- 8 weeks social media campaign highlighting sponsors and their runners' journey to **NATEFIT Calgary Exposed 5K**.
- **NATEFIT's** social media reach >18,000 followers.

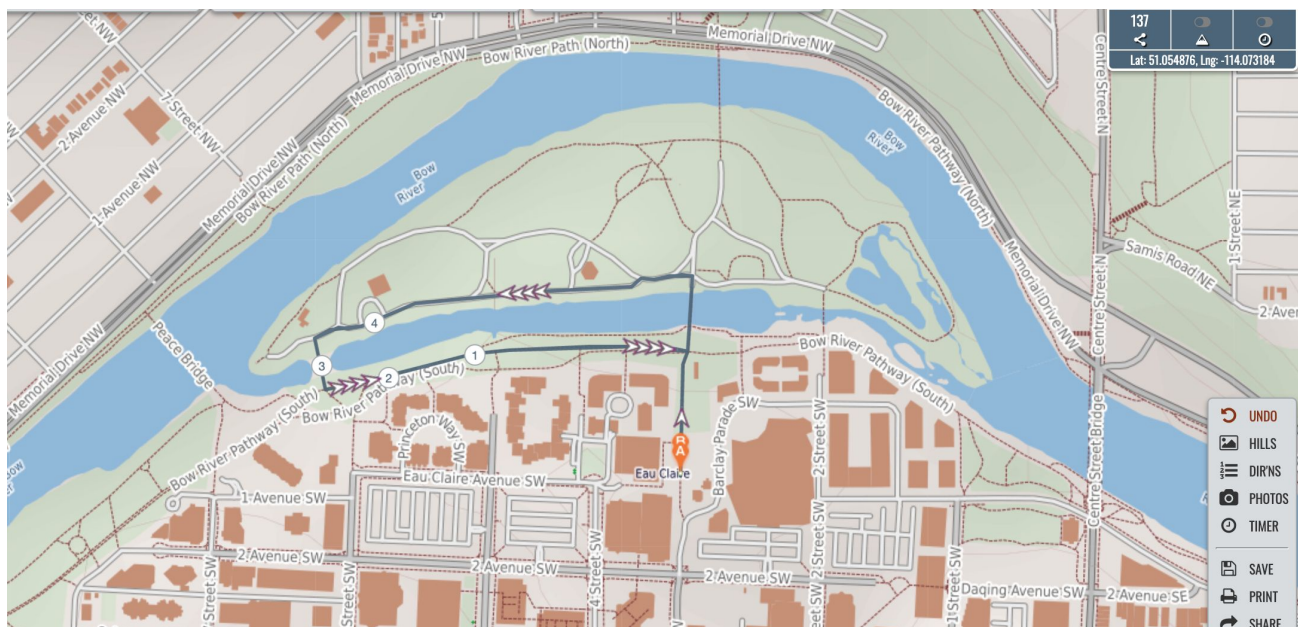


Advertising content:

- Share **NATEFIT's** content on social media showcasing your fundraising efforts for **Inn from the Cold**.

Race Details

- All race proceeds go to Inn from the Cold
- Runners are encouraged to **raise \$1000** via **RaceRoster** (online)
- Race starts at 12:00pm on February 27, 2022 in Eau Claire
- Before/After run accommodation in Eau Claire
- All **city permits, insurance, and medical logistics** are in place
- Race photography and media will be at the event



About the Organizers



Nathaniel Ernst

Owner and operator of **NATEFIT Integrated Fitness and Nutrition**. Registered kinesiologist with a passion for helping others through human body optimization. Outside of his business, Nathaniel partners with local charities by giving back to the community through his passion for health and fitness.

Anik St-Denis

A **NATEFIT** client thrilled to have achieved a healthy cholesterol level through the help of fitness. Seasoned marketing and sales professional specialized in consumer packaged goods. Anik is a believer in leading by example for her two young daughters with a healthy lifestyle, sustainable practices and giving back to the community.



Take Action, sponsor a runner today!

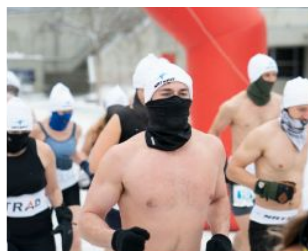
Please contact

Anik St-Denis

Race Event Manager

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