



# Sponsorship Package 2026





# About Us

The Ben Stelter School Fundraiser (BSSF) is Canada's largest student-led, multi-school fundraiser, uniting schools across Edmonton to raise funds for the Ben Stelter Centre for Proton Therapy and Neurosciences. Our mission is to help bring Proton Therapy, an advanced, life-saving cancer treatment, to Canada. Through the Ben Stelter School Fundraiser & Student Leadership program, the BSSF empowers young people to make a difference while honoring the legacy of Ben Stelter, a young Oilers mega fan who passed away from cancer at just 6 years old.

Since launching in 2023, the BSSF has grown rapidly, from raising \$11,000 in one school and \$43,000 in 5 schools in our 2023 fundraisers, \$74,000 across 10 schools in 2024, and most recently, to \$285,000 across 50 schools. In just three years, we've raised over \$400,000 and engaged more than 30,000 students, with even bigger goals ahead. For more information about the BSSF, please visit our about page at [benstelterschoolfundraiser.com/about](https://benstelterschoolfundraiser.com/about)



# Proton Beam Therapy

Proton Beam Therapy is one of the most advanced and precise cancer treatments in the world, especially effective for children. Unlike traditional radiation, it targets tumors with extreme accuracy, minimizing damage to healthy tissue and reducing long-term side effects. Yet, Canada is the only G8 nation without a single Proton Therapy center. Families are forced to travel abroad, often to the United States, facing emotional, financial, and logistical challenges. The Ben Stelter School Fundraiser is proudly supporting the Ben Stelter Foundation's mission to build Canada's first Proton Therapy Centre right here in Edmonton, so no family has to leave home to access the treatment their child deserves.



# Sponsorship Opportunities

## ■ Title Sponsor (1 available)

**\$25,000**

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- “Brought to you by [Sponsor]” featured at the top of the official BSSF website, news site and on all school donation pages
- Logo on all news-site articles
- Logo on all social media posts
- Highlighted across BSSF social media platforms with dedicated shoutouts
- Special recognition at the McDavid Assembly and all major BSSF events
- 1 VIP McDavid Assembly Experience, including a photo with Connor McDavid, signed jersey & VIP access to the 2026 McDavid assembly

## ■ Gold Sponsor (3 available)

**\$12,500**

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- Logo on the website & news site
- Special mentions and shoutouts on social media channels
- Logo on the main donation page & the donation pages of every participating school
- Special Acknowledgement at the BSSF McDavid Assembly and all major events
- 1 VIP McDavid Assembly Experience, including a photo with Connor McDavid, signed jersey & VIP access to the 2026 McDavid assembly

## ■ Community Sponsor (10 available)

**\$5,000 or  
Prize Sponsorship\***

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- Logo on the website & news site
- Special mentions and shoutouts on social media channels
- Logo on the main donation page & the donation pages of every participating school
- Special Acknowledgement at the BSSF McDavid Assembly and all major events



# Title Sponsor \$25,000

This \$25,000 Title Sponsorship represents the premier partnership opportunity within the Ben Stelter School Fundraiser (BSSF) and plays a critical role in the success and impact of the campaign. This contribution directly supports the execution of the fundraiser while also advancing our broader mission of establishing a Proton Beam Therapy Centre in Edmonton by 2028. To date, the fundraiser has engaged over 30,000 students, with continued expansion planned in the years ahead.

As the Title Sponsor of the Ben Stelter School Fundraiser, your brand will receive significant exposure across schools throughout Edmonton, reaching a wide audience of students, parents, and educators involved in fundraising activities and school initiatives.

This partnership includes a VIP McDavid Assembly experience, featuring a photo opportunity with Connor McDavid and a signed Oilers jersey. In addition, your organization will be prominently recognized with “Presented by [Company Name]” placement across our website, news site, and all school donation pages, alongside logo visibility on these platforms. In addition to that, your organization’s logo will be featured on all promotional flyers & printed handouts. Our marketing flyers are delivered to approximately 380 schools in the Edmonton & surrounding areas. We will also be distributing our information packages to schools. This package will be both digital and printed, with the later given to all participating schools. This informative package contains all the information relevant to participating schools & student leaders. The sponsorship also includes dedicated social media recognition and verbal acknowledgements at the McDavid Assembly.

## Promotional Incentives



These images show the placement of where your logo could go on our donation pages, main & news site, along with examples of posts that will be posted on the BSSF’s social media platforms

# Gold Sponsor \$12,500

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This sponsorship of \$12,500 is the second biggest of the BSSF but it is still crucial. Not only will it help us run this amazing fundraiser, but it will also be another step further to our goal of establishing a Proton Beam Therapy center in Edmonton by 2028. To date, this fundraiser has engaged over 30,000 students, with continued expansion planned in the years ahead.

As a Gold Sponsor for the Ben Stelter School Fundraiser, your brand will receive significant exposure throughout schools across Edmonton, reaching a wide audience of students, parents, and educators involved in fundraising activities and school initiatives.

The Gold Sponsorship opportunity includes a VIP McDavid assembly experience including a photo with Connor and a signed Oilers jersey. This sponsorship will include the featuring of your company's logo on our website, news-site and the school donation pages. In addition to that, your organization's logo will be featured on all promotional flyers & printed handouts. Our marketing flyers are delivered to approximately 380 schools in the Edmonton & surrounding areas. We will also be distributing our information packages to schools. This package will be both digital and printed, with the later given to all participating schools. This informative package contains all the information relevant to participating schools & student leaders

## Promotional Incentives

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**OUR SPONSORS**

Your logo on all of our websites & donation pages



**[Your Logo Here]**



**BEN  
STELTER  
SCHOOL  
FUNDRAISER**

# Community Sponsor

**\$5,000 or  
Prize Sponsorship**

This sponsorship of \$5,000 or a prize for a school or student leaders is important for the traction and interest in our fundraiser. This sponsorship will help us run this amazing fundraiser and will also be another step further to our goal of building a Proton Beam Therapy center right here in Edmonton in 2028. This fundraiser has already involved over 30,000 students and we are planning on involving many more.

Being a Community Sponsor in support of the BSSF will give your brand a lot of exposure in schools all across Edmonton, whether from the parents who donate, the students who participate in fundraising activities or the teachers that help their school's fundraisers go well. In addition to that, your organization's logo will be featured on all promotional flyers & printed handouts. Our marketing flyers are delivered to approximately 380 schools in the Edmonton & surrounding areas. We will also be distributing our information packages to schools. This package will be both digital and printed, with the later given to all participating schools. This informative package contains all the information relevant to participating schools & student leaders

**The Prize Sponsorship option:** Prizes are crucial for the traction and enjoyment of the participants of our fundraiser. Sponsoring us with a prize for a fundraising team, student leaders, a class or a school will be greatly appreciated and can generate brand awareness for your brand. An example of a prize sponsorship from last year was a pizza lunch for the school that raised the most money.

## Promotional Incentives

**OUR SPONSORS** Your logo on our websites & donation pages

**TITLE SPONSOR**

[Your Logo Here]



# Contact Us

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Interested in partnering with the Ben Stelter School Fundraiser (BSSF) and supporting the advancement of Proton Beam Therapy in Canada?

We invite organizations to join us in this impactful initiative led by students across Edmonton, helping drive meaningful change in pediatric cancer care.

If you are interested in becoming a sponsor, please fill out our sponsorship inquiry form linked below:

<https://forms.gle/dnU92mfSM6ghVyo57>

For any additional questions regarding the fundraiser or sponsorship opportunities, please contact our Marketing Director, Alex Sokolovski, at: [alexanderssokolovski@gmail.com](mailto:alexanderssokolovski@gmail.com)

The Ben Stelter School Fundraiser stands out as a truly unique initiative, being entirely led and operated by grade school students. Our internal team is made up of passionate young leaders who are committed to playing a meaningful role in bringing Canada's first Proton Beam Therapy Centre to Edmonton.

In 2025, with the significant growth in participating schools, BSSF became Canada's largest multi-school fundraiser, reflecting the scale and impact of this student-led movement.

Partnering with the Ben Stelter School Fundraiser provides your brand with valuable exposure across schools and households, while also positioning your organization as a key contributor to a transformative healthcare initiative. Together with our sponsors, we are working toward a future where Proton Beam Therapy is accessible in Canada, making a lasting impact on children and families nationwide.

 **Together, Let's Bring Proton Beam Therapy To Canada!** 