



Vertical Slam Ultimate Challenge Society



The Vertical Slam Ultimate Challenge Society will soon be hosting its 10th Annual fundraising event to raise funds for our local SD60 School Food Programs

Our Non-Profit Society will be hosting the
“Vertical Slam Ultimate Challenge”

June 7th 2025

A challenging 5, 10, 21k Trail Run / Race throughout the Beautiful Beaton River Valley.

We first came upon the recognition of the need for this fundraiser when we became aware that many children's full days worth of food was being supplied by the schools. The employees were drawing money out of their wages to buy food to support programs such as breakfast programs, fresh food programs, even supplying children with snacks in the afternoon as many were going without dinner.

The newly government “supplement program” has not even touched the tip of the need. These facts were shocking to our society and we knew we needed to do something.

Mission Statement

- The Vertical Slam Ultimate Challenge Society is a Not-for-profit organization that is assisting in fundraising for the local meal programs within our schools. Our mission first and foremost is to raise funds for the schools, we supplement this with hosting an annual trail event where participants can have a fun day out and contribute to the cause.

About Us

- Registered Non-Profit Society, Registered in British Columbia and our number is S0067629

Our Board

- Laurie Cardinal - President- Personal Trainer
- Allan Cardinal - Vice President- Heavy Duty Mechanic
- Dan Hawker- Secretary - Water Supply Company
- Brittany Mycock - Treasurer- Self employed
- Shayne Gunn - Director – Shell Canada
- Melissa Schreyer - Director - Vector Geomatics

The Event

- This is a family event with a 5km, 10 km, and a Half marathon (21k) option in a trail run/ hike/ walk. The event is available for youth and people of all ages who just want to explore movement for a great cause. When the participants cross the line, they feel fulfilled and inspired that they have helped their community.

Sponsorship

- Vertical Slam Ultimate Challenge Society is looking to raise the roof on our fundraising this year, crushing our donations to the schools and provide them with the funding they need. We are looking for sponsorship and donations of either goods and services for our event or monetary funds. Each participant receives a bag with a bib to wear at the event. We encourage sponsors to throw some advertising in this bag.
- The Vertical Slam Ultimate challenge fundraiser has been a success over the last 9 years. This is our amazing 10th year. Last year, we raised over \$22,000 for the local schools. Over the course of our fundraising efforts locally, we have raised over \$120,000 for our community. Our society is 100% volunteer based and our directors work many hours to ensure the success of our fundraiser. We take the funds raised to our local No Frills and purchased food gift cards for the schools. All 22 schools in the district get an even amount. Some of the heads of the schools let us know they had special food programs proposed for the year and were scrambling to find the funding. Our funds enabled them to proceed. This makes us even more driven to reach higher and higher goals every year.

Sponsorship Levels

- **Platinum: \$5,000 +**
Main Banner at start line advertising sponsorship, banner at bib pick up pre race
Facebook and social media advertising
Extra logos on race course , aid station advertising, extra Recognition for impact for our cause and community.
Recognition in the schools you have affected
- **Gold: \$2000.00- \$5,000**
Facebook and social media advertisement, advertisement on race trail and on start line banner, sponsored aid Station, Recognition in the schools you have affected
- **Silver: \$1,000-\$1,999**
Facebook and social media advertisement, advertisement on event banners, recognition in the local schools you have affected
- **Bronze: \$500-\$999**
Advertisement Facebook and social media sites ,recognition in the local schools you have affected
- **Friends of Vertical Slam up to \$499**
Advertisement on Facebook and social media sites, recognition in the local schools you have affected

Thank you to our Past Sponsors!



Steel Toes - AAA Safety - Bell Media - Moose FM - Canadian Grind - T&T Communications - Hair Bin - Rentco - Fort St. John Water - R&R Oilfield Rentals - Westar Oilfield Rentals, and many more

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Thank you for your consideration
Laurie Cardinal
President