

# Sponsorship Invitation

## Backpack Challenge

Thursday, August 20, 2026

**education**  
 **Matters**

# Corporate Backpack Challenge

## Team Up. Compete. Deliver Impact.

Bring your leadership team, departments, or client groups together for a high-energy, purpose-driven corporate challenge – all while directly supporting Calgary Board of Education students.

### The Challenge

- Corporate teams compete head-to-head in a fast-paced backpack assembly race.
- Points awarded for **speed, accuracy, teamwork, and volume assembled.**

### The Impact

Every backpack assembled supports a Calgary student with essential school supplies for success.



# The Goal? We're Targeting:

**\$100,000**

- ***Thousands*** of backpacks
- ***Direct support*** for CBE students and families
- Local, measurable ***community impact***



# The Experience

## One Day. One Venue. Real Impact.

- **Race Format** – Teams compete in timed assembly rounds
- **Team Engagement** – Collaboration, strategy, and leadership
- **Corporate Competition** – Bragging rights, recognition, and awards
- **Community Impact** – Immediate, visible results for students



# Why Corporations Join

Team Building with Real Community Impact

## → Build High-Performance Teams

A real challenge that builds communication, leadership, and collaboration under pressure.

## → Elevate Corporate Culture

Purpose-driven engagement employees *actually* want to participate in.

## → Create Brand Alignment

Associate your company with education, equity, and opportunity.

## → Strengthen Community Presence

Public, visible support for Calgary students and public education.



**“Some students receive their very first backpack ever, and families have expressed deep gratitude. It truly makes a difference.”**

**// Kenneth F. Perrone**

Assistant Principal, Douglas Harkness



# Sponsorship Levels

## Champion Team - \$10,000 200 backpacks assembled

- Corporate team entry (up to 10 participants)
- Logo recognition (CBE newsletter to 144,000 parents and guardians, EducationMatters' website)
- Featured in CBE.ca impact story (335,000+views/month)
- Social media recognition
- On-site corporate recognition
- Priority race placement



# Sponsorship Levels

## Supporting Team - \$5,000

100 backpacks assembled

- Corporate team entry (up to 5 participants)
- Logo recognition (CBE newsletter to 144,000 parents and guardians, EducationMatters' website + social media)
- On-site recognition
- Inclusion in impact reporting



# This isn't a donation. It's a competition *with purpose.*

Your team doesn't just give — they **compete**,  
**collaborate**, and **create impact** together.



# Build Teams. Build Community. Build Futures.

Join Calgary's corporate leaders in a challenge that transforms teamwork into tangible impact for students.



# When we fill their backpacks

They can fulfil their potential.



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