



29092  
FT.

# EVEREST CHALLENGE

TOGETHER WE CLIMB.

IN SUPPORT OF



**United Way  
Centraide**  
Simcoe Muskoka



**OCTOBER 5, 2025**



**HORSESHOE VALLEY RESORT**



**[EVERESTCHALLENGE.CA](https://www.everestchallenge.ca)**



# WHAT IS EVEREST CHALLENGE

Teams of 2 to 10+ will climb Horseshoe Valley Resort together to reach the combined height of 29,092 ft., the height of Mount Everest.

- Team of 4: 24 ascents
- Team of 6: 16 ascents
- Team of 12: 8 ascents
- Community Team (solo entries): every 96 trips are a new Everest summit accomplishment

Funds will be raised in support of United Way Simcoe Muskoka. Every participant will have an individual fundraising commitment of \$400 and funds raised will go to the foundation's highest priority needs.

## PARTICIPANT INFO

Visit [everestchallenge.ca](https://everestchallenge.ca) and register. Our website uses a simple, secure online fundraising system to guide you through the process of setting up your fundraising page. Every team member can be added to your team's page to help fundraise.







# FUNDRAISE!

## UNITED WAY SIMCOE MUSKOKA

To improve lives and build communities by leveraging collective resources and mobilizing collective action to achieve the greatest impact. Everyone in Simcoe Muskoka deserves a chance to lead a good life. This conviction drives thousands of dedicated donors, volunteers and community partners to come together through United Way Simcoe Muskoka to generate the caring power to advance measurable, lasting change in our region – for today's residents and for generations to come.



**United Way  
Centraide  
Simcoe Muskoka**



# BECOME A SPONSOR

## SPONSORSHIP

In addition to being profiled in comprehensive added-value exposure during the event, participating sponsors will positively impact the success of this event.

## EVENT DEMOGRAPHICS

The Everest Challenge participants are a group of passionate fun-loving, philanthropic individuals committed to giving back and making the world a better place.

### **Average participation numbers:**

300-400 attendees

### **Age range:**

29-60, 80% athletic, adventure seekers, socially connected







# PRESENTING SPONSOR

\$20,000

- Recognition as Presenting Sponsor (“Everest Challenge Presented by...”)
- Logo recognition throughout basecamp at Horseshoe Valley Resort
- Opportunity to have your own team to participate in the event
- Opportunity for on-site promotional marketing including booth/product distribution
- Acknowledgement by emcee at the event
- Corporate logo incorporated into event signature
- Logo recognition on event signage
- Logo recognition banner
- Logo printed on all materials including step and repeat and invite(s)
- 8 dedicated social media posts



# LUNCH SPONSOR

\$ 10,000

- Recognition as Lunch Sponsor
- Opportunity to have your own team to participate in the event
- Logo recognition on posters distributed throughout Horseshoe Valley Resort
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage in a specific area
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- Logo on event website with link to the company website
- Logo on recognition banner
- 4 dedicated social media posts
- Acknowledgement by emcee at the event







# OFFICIAL TRAIL SPONSOR

\$ 5,000

- Recognition as Trail Sponsor
- Opportunity to have your own team to participate in the event
- Logo recognition on posters distributed throughout Horseshoe Valley Resort
- Logo on event website with link to the company website
- Logo on recognition banner
- 2 dedicated social media posts
- Acknowledgement at events by emcee
- Opportunity for on-site promotional marketing including product placement
- Corporate recognition signage in a specific area





# BREAKFAST SPONSOR

\$ 2,500

- Recognition as Breakfast Sponsor
- Logo recognition on posters
- Logo on event website with link to the company website
- Logo on recognition banner
- 1 dedicated social media post
- One 10x10 space in the basecamp on event day





# IN-KIND SPONSOR

- Logo on event website with link to the company website
- Incentive prize eblast recognition to all participants
- Inclusion in 1 social media post







**BENEFITING**



**United Way  
Centraide  
Simcoe Muskoka**

**FOR MORE INFORMATION  
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**LEARN MORE BY VISITING:**

[everestchallenge.ca](http://everestchallenge.ca)