



Walk for Life - Stride Against Cancer

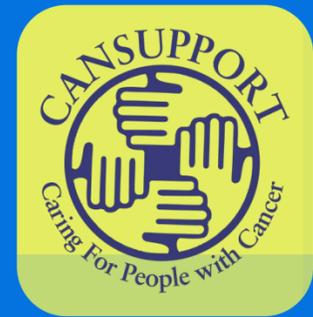
SINCE 2008

Sponsorship Proposal



SUNDAY, 8TH FEBRUARY, 2026

JLN STADIUM, NEW DELHI



About CanSupport

Established in 1996

[CanSupport](#) is India's leading home-based palliative care provider, helping cancer patients and their families especially those who are underserved.

Free-of-charge services

No family should suffer alone. CanSupport delivers compassionate, home-based palliative care completely free of charge.

Recognized by WHO

Our work is recognised by the World Health Organization as a leading model of community-based palliative care.

Our Impact

Since inception, we have walked alongside over 6 lakh patients and families in their most difficult moments. Operate in 7 states across India





PREVIOUS HIGHLIGHTS



About Walk for Life

OVERVIEW

Walk for Life is CanSupport's annual awareness and fundraising event that brings together thousands of people to show solidarity with those affected by cancer. It celebrates courage, honours those we've lost, and raises vital funds to provide free palliative care to patients and their families.

2026 will be the Walk's 19th edition

MISSION

- Raise public awareness about cancer,
- Honour the memory of loved ones,
- Raise funds for our free of charge Palliative Care Services.

UNIQUENESS

Unlike other events, Walk for Life is a movement of hope and empathy — led by survivors, caregivers, volunteers, and communities walking side by side. It blends awareness, remembrance, and fundraising into one powerful platform that truly changes lives.

Why 'Walk for Life'



ADVOCACY

RAISE PUBLIC AWARENESS ABOUT CANCER

REMEMBRANCE

HONOUR THE MEMORY OF LOVED ONES

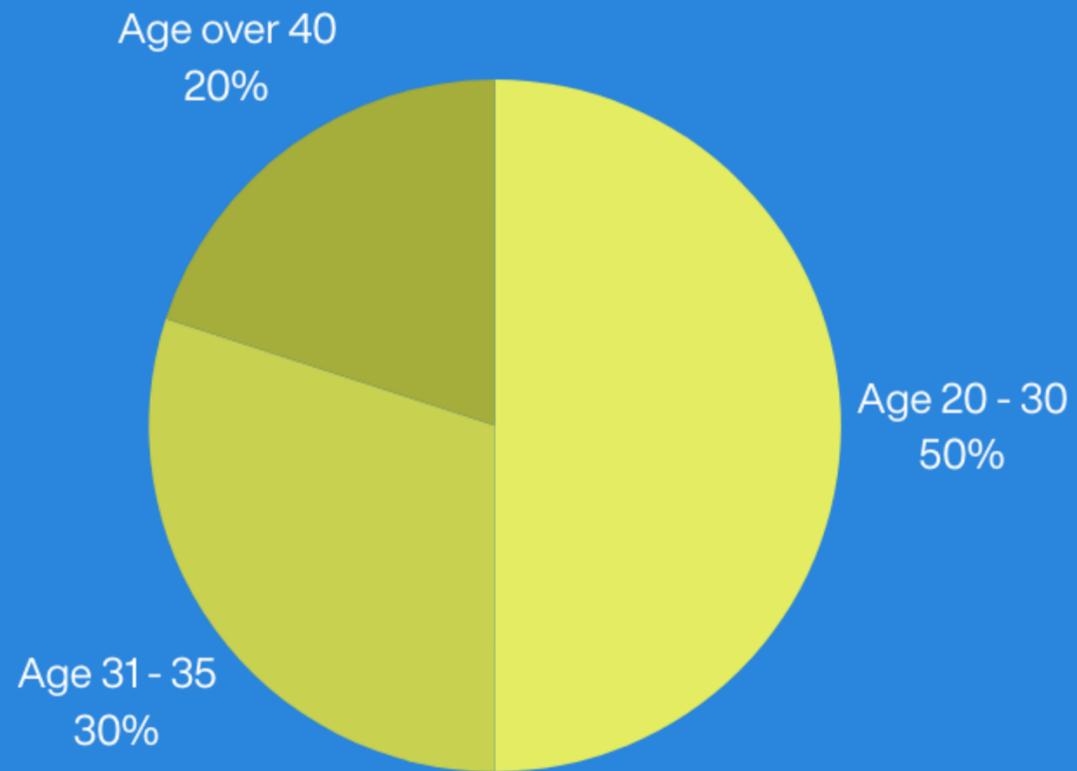
FUNDRAISER

RAISE FUNDS FOR CANSUPPORT'S FREE OF CHARGE PALLIATIVE CARE SERVICES

“CanSupport’s Walk for Life began with the intention of breaking the silence, isolation and myths around cancer. Today, it is a joyous event as young and old and those living with cancer walk, run and dance together in a defiant spirit of celebration.”

Ms. Harmala Gupta,
Founder-President CanSupport

Who's Coming?



- **50%** **AGE 20 - 30**
- **30%** **AGE 31 - 35**
- **20%** **AGE > 36**

Participants include cancer survivors, caregivers, healthcare professionals, students, corporate teams, expats and media.



What Activities

FUN ACTIVITIES

Entertainment activities like Zumba, Face Art, dance and other fun activities.

Harley Davidson owners will give a 'Joyride' to Cancer patients

T-Shirts+participation certificate and light refreshments for all



POST-EVENT METRICS

Post-event insights highlighting audience engagement, digital reach, and the visibility achieved for partner brands.

TESTIMONIAL QUOTE

“PARTNERING WITH WALK FOR LIFE GAVE OUR BRAND A MEANINGFUL WAY TO CONNECT WITH THOUSANDS OF PEOPLE — NOT JUST THROUGH VISIBILITY, BUT THROUGH PURPOSE. IT’S AN EXPERIENCE THAT TRULY REFLECTS OUR VALUES.”

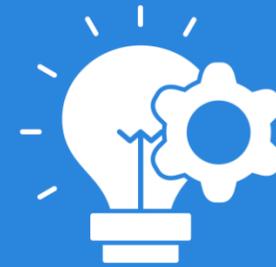
Corporate Sponsor,
Walk for Life Participant

Event Promotion



SOCIAL MEDIA STRATEGY

Amplifying the event's reach through engaging campaigns, live coverage, and cause-driven storytelling across all major platforms.



INFLUENCER & PR APPROACH

Leveraging credible voices and media partnerships to build buzz, inspire participation, and highlight brand association.



TRADITIONAL MEDIA / OOH

Extensive visibility through print, radio, and outdoor promotions across high-impact locations in Delhi-NCR.



Strategic Sponsorship

Opportunity

REACH



EXPOSURE POTENTIAL

Reach thousands of participants, influencers, and partners through a highly visible public event with strong offline and digital presence

BRANDING



BRAND ALIGNMENT WITH LIFESTYLE/AUDIENCE

Align your brand with a cause that reflects care, resilience, and community, values that deeply resonate with today's conscious audience.

ENGAGEMENT



HIGH FOOT TRAFFIC & MEDIA COVERAGE

Engage with a diverse audience of over 7,000 participants and gain visibility across major media and social platforms.

Sponsorship Packages



CATEGORY	INVESTMENT (₹)	SLOTS	BRAND VISIBILITY & BENEFITS
Title Sponsor	10,00,000+	1	Exclusive “Presented by” branding across all event collaterals, digital campaigns, and stage backdrop. Logo Printed on the Walk T-Shirt, Invitation as 'Guest of Honour' and speaking slot at opening ceremony, complimentary stall , top-tier PR and social media coverage, 30 complimentary walk registrations, Logo on all participation certificates
Co-Sponsor	7,50,000	2-3	Prominent logo placement across collaterals and event backdrop, mention in media releases, complimentary stall, and inclusion in social media promotions. 25 complimentary walk registrations
Associate Sponsor	3,00,000	Upto 5	Logo on event backdrop, website, and select digital creatives. Mention on social media, opportunity for branded giveaways or area branding . 20 complimentary walk registration
Supporting Partner	1,50,000	Multiple	Branding opportunity in specific zone (refreshment, registration, finish line, etc.), logo on website, acknowledgment on social media. 10 complimentary walk registrations.
Awareness Partner	1,00,000	Multiple	Logo on website and post-event thank-you creatives. Opportunity to sponsor specific items (Refreshment counter, water stations, etc.). 5 complimentary walk registrations

Past

Sponsors

Over the years, Walk for Life has earned the trust and support of leading organizations such as Network18, SRF Limited, Waters India Pvt. Ltd., and several others who share our commitment to compassionate cancer care.



Contact & Next Steps

**WALK FOR LIFE - STRIDE AGAINST CANCER
8 FEBRUARY 2026, JLN STADIUM, NEW DELHI**

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2025
Highlights



www.walkforlifeindia.org

