

CANADA
Beyond
THE BLUE

**Team Canada
Backyard Ultra World
Championships
Sponsorship Package**





Michael Rouleau is a police constable, husband, father, and endurance athlete whose journey reflects both the cumulative impact of policing on mental health and the power of resilience, recovery, and purpose.

After more than a decade of exposure to trauma in policing, Michael experienced PTSD, depression, anxiety, and intrusive thoughts stemming not from one singular event, but from the accumulated weight of many. Today, Michael uses his story and his accomplishments as a national-level ultra-endurance athlete to advocate for mental health awareness, reduce stigma, and remind others that they are not alone. As he prepares for the World Backyard Championships, he hopes to leverage his platform to raise awareness and funds for organizations like Beyond the Blue that support the mental health and well-being of first responders and their families.

What is a backyard ultra?

A backyard ultra is an endurance race format where competitors run a 6.706 km (4.167 miles) loop, exactly on the hour, every hour. The race has no set distance or time limit; it continues until only one runner remains capable of starting a lap, who is then crowned the sole finisher.

Michael has secured his spot amongst the top 15 Canadian runners by running **45 consecutive hours** for a total of **301 kilometres**.



Benefits of sponsors

+ Build Meaningful Partnership

+ Maximize Social Impact

+ Raise Awareness and Funds

+ Create Lasting Connections

All in support of police members and their families



Every sponsorship, regardless of the amount, is genuinely appreciated and directly supports Canada Beyond the Blue's mission and initiatives while also helping offset the expenses associated with Michael's participation as he represents Canada at the World Backyard Championships.



Businesses that contribute \$1,000 or more will be recognized as Official Event Sponsors and will receive:

- + Company tagged in all event-related social media posts.
- + Company logo featured on all crew shirts worn throughout the event.
- + Company logo displayed on a banner at the event.
- + Dedicated sponsor spotlight on social media leading up to the event.

Event schedule

17 October 2026

8AM – end

Sicamous, BC

Join us

Beyond the Blue supports the mental health and wellness of police members and their families. Behind every uniform is a person carrying experiences the public may never see.

This event aims to raise awareness of Beyond the Blue's support and resources while raising funds to ensure those services remain available to those who need them most.



For more information on sponsorship opportunities or to discuss a custom sponsorship package, please contact:

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