



2010 Steps for Life Sponsorship

Threads of life is a national registered charitable organization dedicated to supporting families along their journey of healing who have suffered from a workplace fatality, life-altering illness or occupational disease. All proceeds raised through the annual Steps for Life events will go towards the national Family Support program and services. This includes the Volunteer Family Guide Program where family members who have experienced a workplace tragedy are trained to provide one-on-one peer support to other families of workplace tragedy. For more information on all Threads of Life programs and services please visit www.threadsoflife.ca.
Charitable organization business #87524 8909 RR0001.

Did you know?

- \$100 - will provide materials to train a family member to become a Volunteer Family Guide
- \$500 - will allow one family to receive peer support from a Volunteer Family Guide for a year
- \$1000 - will send a family to a regional Family Forum to help them learn healthy coping skills
- \$5000 - will train five family members to become an Injury Prevention Champions in our national Speakers Bureau

National Cause Marketing Initiatives In-Kind Donation

Threads of Life can work with your organization to create unique opportunities to cross promote each other's mandate in the name of raising much needed awareness of workplace health and safety. Opportunities could include:

- Wrapping our promotional information on your commercial vehicles
- Donation of food for all the events
- Donation of treats to support the dog/walks at each event

National Media Sponsorship In-Kind Donation

- Logo included on all promotion materials (posters and brochures)
- Logo on www.stepsforlife.ca with a hot-link to sponsor's website
- Space to exhibit corporate information
- Logo included on participant T-shirts
- Logo included in all on-site signage
- Corporate information showcased in corporate media relations

Recognition will depend on the amount of the in-kind donation and Threads of Life will work directly with your organization to ensure we are able to meet your objectives.

National Sponsors \$15,000

- Sponsor will receive profile in special Steps for Life newsletter that is distributed to 1200 members and partners across the country
- Logo included on all promotional posters and brochures
- Logo on www.stepsforlife.ca with a hot-link to sponsor's website
- Opportunity to deliver greetings at the Steps for Life event of their choice
- Space to exhibit corporate information
- Logo included on all participant T-shirts
- Logo included in all on-site signage
- Corporate information showcased in corporate national media relations

Provincial Sponsors \$10,000

- The organization is recognized in all province specific promotions
- Logo included on promotional posters and brochures
- Logo on www.stepsforlife.ca with a hot-link to sponsor's website
- Opportunity to deliver greetings at the Steps for Life event of choice
- Space to exhibit corporate information
- Logo included on all province specific T-shirts
- Logo included in all on-site signage
- Corporate information showcased in provincial media relations

Provincial/ Regional T-Shirt Sponsor

- Logo on T-shirts for the province
- Logo included in all on-site signage
- Corporate information showcased in corporate media relations
- Space to exhibit corporate information
- Logo on www.stepsforlife.ca with a hot-link to sponsor's website



Number of Walkers

T-shirt Sponsorship Opportunities

- | | |
|--------------------------|------------|
| • British Columbia (200) | \$1000 (1) |
| • Alberta (750) | \$4000 (1) |
| • Manitoba (500) | \$2000 (1) |
| • Ontario (2325) | \$4000 (3) |
| • Atlantic Canada (650) | \$3000 (1) |

Community Sprint \$2500

- Logo included on promotional posters and brochures
- Logo on www.stepsforlife.ca with a hot-link to sponsor's website
- Logo included in all on-site signage

Walking \$1000

- Logo on www.stepsforlife.ca with a hot-link to sponsor's website

Sponsor a Family \$500

Ask us about opportunities

Event Sponsors

Food/Beverage Sponsor	\$500
Family Fun	\$500
Water Stations	\$250
Walk Route	\$250

Recognition Includes:

- Showcased in local media relations
- Showcased on community Steps for life web page
- Promoted in on-site signage
- Have a table top display of product/services at event



*for your logo to be included on the official promotional poster and brochure sponsorship must be finalized by January 15, 2010. For more information please call 1-888-567-9490 or email Siân Gibson at sgibson@threadsoflife.ca or visit www.stepsforlife.ca For more information on the programs and services of Threads of Life, please visit www.threadsoflife.ca.