



# become a Steps for Life **COMMUNITY SPONSOR** Media

**Thank you** for taking the first step in expressing your interest in becoming a Community Sponsor. Threads of Life relies on the willingness of many individuals and organizations that generously support Steps for Life to raise money for our programs and services - and we appreciate your commitment.

## Steps for Life

Steps for Life – Walking for Families of Workplace Tragedy is the flagship fundraising event for Threads of Life. Since 2005, Steps for Life has not only increased health and safety awareness but it has also raised more than \$4.1 million to provide support programs and services to families affected by a workplace life-altering injury, occupational disease or fatality.

In 2017, more than 5,100 people joined the walk in 30 communities across Canada, raising over \$680,000.

## Community Media Sponsor

Community media sponsors are a critical part of Steps for Life in each community. They help to spread the word, attracting more walkers and funds, and increasing the public's understanding of health and safety. Community media sponsors provide the value of \$2,000 or more in advertising, within the two months leading up to the walk (March 1, 2018 – May 6, 2018).

### Media

**\$2,000+**

#### Sponsorship benefits:

- Opportunity to place media's vehicle on-site
- Opportunity to distribute product or gift to participants
- Opportunity to place a banner in a designated area
- Company's logo on Community T-shirts\*
- Logo on [www.stepsforlife.ca](http://www.stepsforlife.ca) community page with a hyperlink to sponsor's website
- Space to exhibit corporate information at the event
- Recognized as a community sponsor by the Emcee at the walk
- Logo included in on-site signage
- Company recognized in a special *Threads* newsletter edition distributed to subscribers and corporate & government partners across Canada

\* For your logo to be included on the official T-shirts, sponsorship must be finalized by March 9, 2018

Need more info? Have any queries? Or want a customized package?

Call 1-888-567-9490 or contact your Regional Development Coordinator by email:

- Kevin Bonnis; Atlantic Canada & Quebec - [kbonnis@threadsoflife.ca](mailto:kbonnis@threadsoflife.ca)
- Lorna Catrambone; Central Canada - [lcatrambone@threadsoflife.ca](mailto:lcatrambone@threadsoflife.ca)
- Lynn Danbrook; Western Canada - [ldanbrook@threadsoflife.ca](mailto:ldanbrook@threadsoflife.ca)



Association for Workplace Tragedy Family Support