



become a Steps for Life **COMMUNITY SPONSOR** welcome

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.

HOW YOUR DOLLARS HELP FAMILIES OF WORKPLACE TRAGEDY

- Allow family members to receive peer support from a Volunteer Family Guide
- Send family members to a regional Family Forum where they learn healthy coping skills
- Provide information and resources through our web site and our newsletter *Threads*
- Train family members to become injury prevention champions in our national Speakers Bureau

Shelley Thorsen's husband Lee was an industrial commercial electrician who died after he was electrocuted by a faulty motor switch. Shelley is a Threads of Life family member and volunteer.

We walk in the Steps for Life Walk to honour my husband, and children's father, Lee. One of the reasons I feel good about Threads of Life is that I am part of a community of "paying it forward". I am learning from those who have gone before me, and, in turn, will help those who come after me.

— Shelley Thorsen

2018 Event Details

when?

First weekend of May 2018

where?

Over 30 communities across Canada

Visit www.stepsforlife.ca/locations for a location near you.

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.

How can you support and sponsor this event?

Demonstrate your company's unwavering commitment to workplace safety as a sponsor of Steps for Life. We offer sponsorship opportunities to fit any budget. Take a peek at our Levels of Sponsorship outline attached and choose a way that you and/or your organization can support our worthwhile cause. And note the rewards!

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
- Lorna Catrambone; Central Canada - lcatrambone@threadsoflife.ca
- Lynn Danbrook; Western Canada - ldanbrook@threadsoflife.ca





become a Steps for Life COMMUNITY SPONSOR 2018 Opportunities

LEVELS OF SPONSORSHIP

Steps for Life has many sponsorship opportunities at varying levels for community partners, families and individuals to support this fundraising initiative. Each level provides recognition for your support and the money raised goes to our Threads of Life programs!

Choose a level that best suits your budget and commitment.

Sponsorship Benefits

| | CHAMPION \$2,000+ | COM. LEADER \$1,500 | COM. SUPPORTER \$1,000 | COM. ADVOCATE \$500 |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| • Opportunity to distribute product or gift to participants | <input checked="" type="checkbox"/> | | | |
| • Opportunity to place a banner in a designated area | <input checked="" type="checkbox"/> | | | |
| • Company's logo listed on community T-shirts [†] | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | |
| • Logo on www.stepsforlife.ca community page* | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| • Space to exhibit corporate information at the event | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| • Recognized as a community level sponsor by the Emcee at the walk | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | |
| • Logo included in on-site signage | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Company recognized in a special <i>Threads</i> newsletter edition distributed to subscribers and corporate & government partners across Canada | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

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

* Champion and Community Leader level logos will include a hyperlink to sponsor's website

STEPPING FORWARD (CASH OR IN-KIND)

- As a Stepping Forward Sponsor (\$250 - \$499), we will acknowledge your contribution by featuring your company name on our Stepping Forward signs at your local walk



Next Steps

Join the more than 200 businesses that sponsored Steps for Life in 2017. Visit our web site at www.stepsforlife.ca/sponsor/sponsor-the-walk/ to complete the **Community Sponsorship Commitment** online form.

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Association for Workplace Tragedy Family Support



become a Steps for Life COMMUNITY SPONSOR

COMMUNITY SPONSORSHIP COMMITMENT FORM

To become a community sponsor for Steps for Life, please provide the following information and submit your completed form using the instructions at the bottom of this page. For more information on available sponsorship opportunities, please visit www.stepsforlife.ca

****Key Information Logo Artwork:** Threads of Life requires the vector (i.e. Illustrator .EPS) file of your logo for any printing or website display indicated under the sponsorship benefits. If your selected sponsorship benefits including logo printing on T-shirts, on-site signage, or on your community's stepsforlife.ca community page, please submit the vector (.EPS) file of your logo with your completed form.

Step 1: Tell Us About You

Which community walk(s) are you sponsoring? _____

Sponsor (Company/Organization): _____ Contact Name*: _____

Address: _____ Title: _____

City: _____ Phone: _____ Fax: _____

Province/Postal Code: _____ Email: _____

Signature: _____ Website: _____

** Authorized Sponsor Contact Person (Must be an individual with authority to allocate sponsorship funds)*

Step 2: Select Your Support Level

CHAMPION (\$2,000+)

Value: \$ _____ (Cash Value Only)

COMMUNITY LEADER (\$1,500-\$1,999)

Value: \$ _____ (Cash Value Only)

COMMUNITY SUPPORTER (\$1,000-\$1,499)

Value: \$ _____ (Cash Value Only)

COMMUNITY ADVOCATE (\$500-\$999)

Value: \$ _____ (Cash or In-Kind)
Nature of In-Kind Sponsorship (e.g., food, custom sign, etc.):

STEPPING FORWARD (\$250-\$499)

Value: \$ _____ (Cash or In-Kind)
Nature of In-Kind Sponsorship (e.g., food, custom sign, etc.):

Other (for value of \$249 or less): _____


Step 3: Payment Options


Please note that an invoice will be issued for all cash sponsorships. Sponsorship opportunities will not be in effect prior to receipt of payment. Sponsorships including printing of logo on event t-shirts must be finalized (including payment and all file submissions) by deadline indicated at stepsforlife.ca/sponsor/sponsor-the-walk/. Cheques can be mailed to the address below; credit card payments can be made by phoning our toll free number.


Step 4: Submit Completed Form

Please submit your completed form to Threads of Life by email, fax or mail.

 by email: steps@threadsoflife.ca

 by fax: (519) 685-1104

 by mail: Threads of Life,
P.O. Box 9066, 1795 Ernest Avenue, London, ON, N6E 2V0

 questions: For general sponsor information, phone us toll free at 1-888-567-9490.

Note: This form can be completed electronically, saved, and submitted via email to Threads of Life at steps@threadsoflife.ca. (For the electronic save feature to work, you must be using Adobe Reader 8.0 or later. If you are using a lower version of this free software, please print a blank form, complete by hand, and scan or email the form. To download the most recent version of Adobe Reader, visit get.adobe.com/reader)