



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

**Thank you** for your interest in becoming a Steps for Life Community Sponsor. Threads of Life relies on the generous support of many individuals and organizations 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
- Train family members to become injury prevention champions in our national Speakers Bureau

Each company, and every person has a different “why” for participating, and a different way to support Steps for Life. Whatever the why, the way and the where, we all walk together.



There are no words to explain how much Steps for Life means to us (at EllisDon) and what it stands for. It's an honour to be part of this!

See you next year!!!

— Claudia Wisotzky  
Health and Safety Coordinator, EllisDon

## 2022 Event Details

when?

First weekend of May 2022

where?

Over 25 communities across Canada.

Visit [www.stepsforlife.ca](http://www.stepsforlife.ca) 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 \$6.5 million to provide support programs and services to families affected by a workplace life-altering injury, occupational disease or fatality.

In 2021 due to the continuing uncertainty of the pandemic, communities held virtual events and shared them online. In spite of the challenges, Steps for Life still raised more than \$545,000.

## 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. Review our sponsorship levels and the benefits offered and choose a way that your organization can support our worthwhile cause. And note the rewards!



Association for Workplace Tragedy Family Support

Please contact your Regional Development Coordinator:  
Call 1-888-567-9490 or email us at [steps@threadsoflife.ca](mailto:steps@threadsoflife.ca)



[www.threadsoflife.ca](http://www.threadsoflife.ca) | [www.stepsforlife.ca](http://www.stepsforlife.ca)



# become a Steps for Life COMMUNITY SPONSOR 2022 Opportunities

## LEVELS OF SPONSORSHIP

Steps for Life has many sponsorship opportunities at varying levels for community partners 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. **Wherever, and however walks are held in 2022, we will ensure our sponsors are recognized for their support.**

## Sponsorship Benefits

	CHAMPION \$2,000+	LEADER \$1,500	SUPPORTER \$1,000	ADVOCATE \$500
• Opportunity to place a banner in a designated area <sup>‡</sup>	<input checked="" type="checkbox"/>			
• Opportunity to have your logo on national family spokesperson video <sup>†</sup>	<input checked="" type="checkbox"/>			
• Company's logo listed on community T-shirts <sup>†</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
• Space to exhibit corporate information at the event <sup>‡</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Sponsor thank you posted on Threads of Life's social media <sup>†</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Recognized as a community level sponsor at opening ceremony	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
• Company recognized on <a href="http://www.stepsforlife.ca">www.stepsforlife.ca</a> community page*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Steps for Life supporter badge to display on your web site and social media accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Logo included in on-site signage <sup>‡</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Company recognized in a special Threads of Life 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"/>

<sup>‡</sup> Commitment is available for communities hosting an in-person Community Park event only.

<sup>†</sup> For your logo to be included on the official T-shirts and other promotions, sponsorship must be finalized by March 4, 2022

\* Advocate level includes the company's name. All other levels include company logo. 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 and your company name will be placed on the website when a completed sponsor form is submitted.



## Next Steps

Commit to supporting families affected by workplace tragedy. Complete the **Community Sponsorship Commitment** form attached or call 1-888-567-9490.



# become a Steps for Life COMMUNITY SPONSOR

## COMMUNITY SPONSORSHIP COMMITMENT FORM

To become a community sponsor for Steps for Life, please complete and submit this form. For more information on available sponsorship opportunities, please visit [www.stepsforlife.ca](http://www.stepsforlife.ca)

**\*\*Key Logo Artwork Information:** Threads of Life requires the vector (i.e. Illustrator .EPS) file of your logo for some of the sponsorship benefits. 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: \_\_\_\_\_

Province/Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Website: \_\_\_\_\_

### Step 2: Select Your Support Level

#### CHAMPION (\$2,000+)

Value: \$ \_\_\_\_\_ (Cash Value Only)

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

Value: \$ \_\_\_\_\_ (Cash Value Only)

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

Value: \$ \_\_\_\_\_ (Cash Value Only)

#### Media (\$2,000+)

Value: \$ \_\_\_\_\_

#### 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.):  
\_\_\_\_\_

### Step 3: Submit Completed Form

Please submit your completed form to Threads of Life:

 by email: [steps@threadsoflife.ca](mailto:steps@threadsoflife.ca)

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

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

### Step 4: Payment Options

Cheques can be mailed to our PO Box, credit card payments can be made by phoning our toll-free number, or e-transfers can be sent to [accounts@threadsoflife.ca](mailto:accounts@threadsoflife.ca) with your invoice number in the message section. Please note that an invoice will be issued for all monetary sponsorships. **Sponsorship payment and file submission deadlines: Champion, Leader & Media levels by March 4, 2022; all other levels by March 11, 2022.**