



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

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.

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.

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, 2022 – May 5, 2022).

Media

\$2,000+

Sponsorship benefits:

- Opportunity to place media's vehicle on-site and distribute product or gifts to participants[‡]
- Opportunity to place a banner in a designated area and exhibit corporate information at the event[‡]
- Company's logo on Community T-shirts*
- Opportunity to have your logo on national family spokesperson video
- Logo on www.stepsforlife.ca community page with a hyperlink to sponsor's website
- Steps for Life supporter badge to display on your web site and social media accounts
- Recognized as a community level sponsor at opening ceremony and logo included in on-site signage
- Sponsor thank you posted on Threads of Life's social media
- Company recognized in a special Threads of Life newsletter edition distributed to subscribers and corporate & government partners across Canada

[‡] Commitment is available for communities hosting an in-person Community Park event only.

* For your logo to be included on the official T-shirts, sponsorship must be finalized by March 4, 2022

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



Association for Workplace Tragedy Family Support

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

www.threadsoflife.ca | www.stepsforlife.ca