



# Thank you for your interest in becoming a Steps for Life Media Sponsor.

2023 events hosted the first weekend of May. Visit our website to find a location near you.

**TODAY, 3 WORKERS IN CANADA WILL DIE ON THE JOB.**  
That's more than 1,000 families devastated by a workplace tragedy each year.

**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 \$7.3 million to provide support programs and services to families affected by a workplace life-altering injury, occupational disease or fatality. Last year, over 25 communities, the first week of May, gathered together in parks and/or on virtual events across Canada. In spite of any pandemic challenges, Steps for Life still raised more than \$825,000.

*“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 a part of this. See you next year!”*

- Claudia Wisotzky  
Health & Safety Coordinator, EllisDon

### 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 increase 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 - May 1).\*

### Media - \$2,000+

#### Sponsorship Benefits:

- Opportunity to place media's vehicle on-site and distribute product or gifts to participants<sup>ⓧ</sup>
- Opportunity to place a banner in a designated area and exhibit corporate information at the event<sup>ⓧ</sup>
- Company's logo on community t-shirts<sup>ⓧ</sup>
- Opportunity to have your logo on national spokesperson video
- Logo on [www.stepsforlife.ca](http://www.stepsforlife.ca) community page with a hyperlink to sponsor's website
- Steps for Life supporter badge to display on your website and social media accounts
- Recognized as a community level sponsor at the 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, corporate & government partners across Canada

<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, sponsorship must be finalized by March 3, 2023.

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

### STEPS TO BECOME A SPONSOR

COMPLETE THE ONLINE COMMITMENT FORM AT [STEPSFORLIFE.CA](http://STEPSFORLIFE.CA)

#### Have questions?

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

#### \*IN-KIND PARTNERSHIP

With each in-kind media sponsorship we do require a quote outlining the gift and its value.

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### 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 website and our newsletter
- Train family members to become injury prevention champions in our national Speakers Bureau

ONLINE COMMITMENT FORM - [WWW.STEPSFORLIFE.CA](http://WWW.STEPSFORLIFE.CA)

