

Dear Supporter,

At Extend-A-Family Waterloo Region, we are busy planning for our 2024 Walk-or-Wheel (*WoW!*) event! *WoW!* is happening September 21 to October 4, 2024. **The kick-off event will take place at 3:00 on Saturday September 21, 2024, at Kingsdale Community Centre!**

Extend-A-Family Waterloo Region would like to grow Walk-or-Wheel by increasing the number of participants, the number of volunteers and representatives from community businesses, and the amount of funds raised. Last year we raised \$9,554; this year we want to do better! **To make this growth possible, we are looking for community partners to sponsor and/or donate to this event.**

More about Walk-or-Wheel:

WoW! is a pledge-based fundraiser where participants walk, run or wheel towards building a community where everybody belongs. Our participants are families and individuals we serve as well as community members inspired by the positive impact EAFWR has in our region.

Our *WoW!* event will kick-off with a community walk on the Kingsdale community trail with family friendly activities and information about EAFWR along the way! Participants will have two weeks to help us increase awareness, raise funds, and participate in a way that works for them (in-person, hybrid, with family). Throughout the fundraiser, participants will be provided with a variety of additional, accessible and fun active options around our region.

All *WoW!* fundraised dollars will support EAFWR's community development initiatives that focus on partnership development, education and awareness and creating equitable opportunities for people with a disability in our community.

Benefits of *WoW!* sponsorship:

Your sponsorship will allow us to grow!

- Grow a community of inclusion and belonging through increased awareness
- Raise vital funds for community development initiatives in Waterloo Region
- Build community by bringing people of all abilities together for a common goal

Your sponsorship will also help grow your business:

- We provide many benefits to your business, please see the attached sponsorship matrix
- Your benefits can be customized to meet the recognition needs of your business
- The sponsorship funds can be written-off as a business expense
- Waterloo Region will see your dedication to giving back to an organization that upholds the values of belonging, community, equity and relationships

Will you help us put the “*WoW!*” in Walk-or-Wheel? I look forward to hearing from you and discussing how we can partner together!

Sincerely,



Lisa Stanley, Impact and Development Specialist
Extend-A-Family Waterloo Region

Sponsorship Contact:

Lisa Stanley

Email: lisa.stanley@eafwr.on.ca

Phone: 519-741-0190 x268

Text: 519-276-1158

SPONSORSHIP MATRIX – EVENTS

EXTEND-A-FAMILY WATERLOO REGION



WALK-OR-WHEEL

With your in-kind sponsorship we would be pleased to provide you with the following:*

	Community Ambassador \$2000+	Champion of Belonging \$1000	Relationship Builder \$500	Event Equity Sponsor \$250
* These benefits are negotiable; we would like this partnership to be a win-win-win!				
WEB PROMOTION ON EVENT PAGE:				
Large logo with sponsorship level and link to your website	✓			
Medium logo with sponsorship level and link to your website		✓		
Small logo with sponsorship level and link to your website			✓	
Name of business with sponsorship level/link to your website				✓
SOCIAL MEDIA PROMOTION				
Business name listed as a sponsor in paid social media advertising	✓			
Post with details about your business' support of community	✓	✓		
Individual post about your sponsorship and level	✓	✓	✓	
Combined thank you post with all sponsors of the same level	✓	✓	✓	✓
EVENT PROMOTION				
Named in media communications, if applicable – print/radio	✓			
Logo on event poster	✓	✓	✓	
EVENT DAY				
Opportunity to speak or submit a 1 minute event support video	✓			
Logo on event materials: printouts	✓			
Business cards or business brochure on event tables, if applicable	✓			
Banner and/or table at event with materials about your business	✓	✓	✓	✓
Logo on sponsorship screen showing levels of support	✓	✓		✓
Logo on event sponsorship board showing levels of support	✓	✓	✓	✓
Verbal thank you at event with your sponsorship level	✓	✓	✓	✓
Opportunity to volunteer at the event	✓	✓	✓	✓
Opportunity to donate SWAG for hand-out to participants	✓	✓	✓	✓
Opportunity to donate prizes for participants and recognition	✓	✓	✓	✓

SPONSORSHIP/DONATION – AGREEMENT EXTEND-A-FAMILY WATERLOO REGION



- Yes, we agree to sponsor Extend-A-Family Waterloo Region’s event in the amount of \$ _____ and receive recognition based on the sponsorship matrix at this level _____ .*
- Yes, we agree to donate to Extend-A-Family Waterloo Region’s event in the amount of \$ _____ and will receive a tax receipt for our donation. Since this is a donation, we understand that we will not receive public recognition.

Event Name: Walk-or-Wheel 2024
Event Date: Saturday September 21, 2024
Event Location: Kingsdale Community Centre



Business or Individual

Name of Business or Individual: _____
Address: _____
City, Province: _____ Postal Code: _____
Contact Name: _____ Phone: _____
Contact Email: _____
Web Link*: _____
Social Media Tags*: _____
Please email current high quality logo to*: lisa.stanley@eafwr.on.ca

Payment

- Cheque enclosed in the amount of \$ _____
- Electronic Funds Transfer (EFT) in the amount of \$ _____
- Sent from our banking institution to maria.gligor@eafwr.on.ca with the note ‘WOW 2024 Sponsorship’ or ‘WOW 2024 Donation’

Please mail completed form to:
Lisa Stanley
Extend-A-Family Waterloo Region
91 Moore Avenue
Kitchener, ON N2H 3S4

Request pick-up or digitally submit:
Email: lisa.stanley@eafwr.on.ca
Phone: 519-741-0190 x.268
Fax: 519-741-0190
Text: 519-276-1158