

Dear Supporter,

At Extend-A-Family Waterloo Region, we are busy planning our 2025 Walk-or-Wheel (*WoW!*) event, a community walk and celebration!

Extend-A-Family Waterloo Region (EAFWR) would like to grow Walk-or-Wheel by increasing the number of participants, the number of representatives from community businesses, and the amount of funds raised. Last year we raised \$13,296; 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 collect donations and then walk, run or wheel towards building a community where everybody belongs. The people collecting donations are typically families and individuals we serve, volunteers as well as community members and businesses who are inspired by the positive impact EAFWR has in our region.

From Monday September 8 to Saturday September 20, 2025, participants will help increase awareness and raise funds by collecting donations.

At the *WoW!* Celebration (Saturday September 20<sup>th</sup>), we will have a community walk followed by activities for all ages, treats, and the opportunity to connect with the people and programs of EAFWR. All are welcome and all activities are free!

#### Benefits of *WoW!* sponsorship:

##### Your sponsorship will allow us to grow!

- Grow a community of inclusion and belonging through increased awareness
- Raise vital funds to be used for EAFWR 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](mailto:lisa.stanley@eafwr.on.ca)  
Phone: 519-741-0190 x268  
Text: 519-276-1158

# Sponsorship Matrix - EVENTS

Extend-A-Family Waterloo Region



*With your sponsorship we would be pleased to provide you with the following\*:*

* These benefits are negotiable; we would like this partnership to be a win-win-win!	Community Ambassador \$2000+	Champion of Belonging \$1000	Relationship Builder \$500	Event Equity Sponsor \$250
<b>WEB PROMOTION ON EVENT PAGE:</b>				
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				✓
<b>SOCIAL MEDIA PROMOTION</b>				
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	✓	✓	✓	✓
<b>EVENT PROMOTION</b>				
Named in media communications, if applicable – print/radio	✓			
Logo on event poster	✓	✓	✓	
<b>EVENT DAY</b>				
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 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 2025

**Event Date:** Saturday September 20, 2025

**Event Location:** Extend-A-Family Waterloo Region

91 Moore Avenue, Kitchener, N2H 3S4



### 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](mailto:lisa.stanley@eafwr.on.ca)

To receive all the benefits of sponsorship, please submit no later than Wed. September 3, 2025.

### 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](mailto:maria.gligor@eafwr.on.ca) with  
the note 'WOW 2025 Sponsorship' or 'WOW 2025 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](mailto:lisa.stanley@eafwr.on.ca)  
Phone: 519-741-0190 x.268  
Fax: 519-741-0190  
Text: 519-276-1158