



2021 SPONSORSHIP OPPORTUNITIES



On September 12, 2009 Heidi Lee Ferguson (nee Bogner) lost her life due to a tragic domestic dispute with her estranged husband. In remembrance of her life, the *Ferguson Memorial Walk* was created in 2012 to raise awareness and prevent future violence against women.

Heidi's Walk proudly honours the legacy of the *Ferguson Memorial Walk* (2012-2019). These two events have collectively raised over \$145,000 in support of Family Transition Place's (FTP's) programs and services. We invite you to join us on a virtual 5km walk, run or bike from **September 7th to September 19th**. Track your distance and share your accomplishments! We'll provide you with fundraising resources to inspire your networks, fun route options around Orangeville, accomplishment badges and ways to track your distance before the event begins on September 7th.

We are committed to reaching our \$10,000 goal this year but we'll need your help. By setting up your own fundraising page, sharing your accomplishments and asking your friends, family members and co-workers for their support of your efforts, you will be helping us get closer to that goal.

Together, we can make a difference. We hope you'll join us.

COMMUNITY LEADER: \$1,000

- Logo recognition, company description and link to your website on *Heidi's Walk* website
- Sponsor profile feature on FTP and *Heidi's Walk* Facebook pages
- Tagged recognition on all sponsor acknowledgement social posts, and logo inclusion, where appropriate
- Recognition in event press releases
- Opportunity to host a sales promotion for the duration of the event (September 7–September 19, 2021)
- *Event Champion* lawn/window signage
- Licenced use of FTP's logo for event promotion
- Five complimentary event registrations

COMMUNITY PARTNER: \$500

- Logo recognition and link to your website on *Heidi's Walk* website
- Sponsor profile feature on FTP and *Heidi's Walk* Facebook pages
- Tagged recognition on all sponsor acknowledgement social posts
- *Event Champion* lawn/window signage
- Licenced use of FTP's logo for event promotion
- Two complimentary event registrations

