



Sashbear Web-Walk
making waves for mental health and suicide prevention

The 9th Annual Sashbear Walk

Sponsorship Proposal

Virtual Campaign

May 1 through May 31, 2021



The Sashbear Foundation

Making waves for mental health
and suicide prevention

Dear Sashbear Supporter,

With the challenges of this new year come new opportunities. The Sashbear Foundation is excited to announce that our 9th Annual Sashbear Walk is going full stream ahead as a virtual challenge - from May 1 through May 31, 2021.

As a small organization, we rely heavily on partners like you to help bring our Walk to life. This year is no exception and we look for your support now more than ever before.

Last year, over 100 online participants took part and raised over \$ 72,000 for The Sashbear Foundation. 75% of funds going directly to programming to support families across the country providing them with invaluable skills to improve their relationship with loved ones facing mental health challenges.

The Sashbear Foundation started in memory of Sasha Menu Courey who took her own life at the age of twenty after a hard-fought battle with Borderline Personality Disorder. Sasha's legacy continues to live on in the life-changing work that Sashbear delivers directly to families to better support their mental health. We know Sasha's spirit is with us each year at the Walk as we continue to spread mental health awareness and work to reduce the stigma in our communities.

Proceeds from the Walk directly support Sashbear's evidence-based Family Connections™ program, as we continue to expand coping skills across Canada. In 2020, Sashbear rose to the challenges presented by COVID-19, and successfully delivered 75 Family Connections groups online across Canada, reaching 1,000 family members from coast to coast. By embracing online delivery, we were also able to begin offering our monthly Family Connections Alumni Sessions right across the country. We also called upon our many supporters in the scientific community, offering educational webinars by several experts in the field of DBT and BPD, as well as related topics including mindfulness, support for those dealing with a loss due to suicide.

The following proposal outlines options to optimize your participation and maximize your exposure, while providing much needed financial support to the critical mission of Sashbear. We look forward to further discussing your specific opportunities directly with you.

If you have any questions or matters to discuss, please contact info@sashbear.org.

We sincerely hope you can join us this year, as we continue to make waves for mental health.

In skills and hope,

Lynn Courey
President

Sashbear Web-Walk Fast Facts

What is happening for the walk this year:

- With the current restrictions to gatherings, we have again moved our in-person walk to an online Web-Walk challenge from May 1 through May 31
- We will have an online celebration of the Web-Walk on Sunday, May 30 starting at 4 pm ET on ZOOM

What is the format:

- The Sashbear Web-Walk will live in promotion from March 15 on sashbear.org, in Walk Newsletters, on our social media channels, on our Canada Helps web page for donations and in celebration on Sunday, May 30
- We will invite participants to set a personal active challenge—like walking, running, biking, yoga, or something fun like dancing, jumping jacks—to do in their own space for as frequent or as long as possible to raise money for Sashbear.
- We will ask them to share videos and pictures of their activities online with #SashbearWebWalk2021 tag. These visuals will be collected and put into a short slide show to play during the Web-Walk ZOOM celebration on May 30 and following on our You-Tube channel
- On **Sunday, May 30 at 4 pm ET**, Sashbear Founders and special guests will join online for 30 minutes of celebration, music, mindfulness and shared connection on ZOOM

Promotion Details

Marketing Plan

The Marketing and Communications plan will focus on online communications including:

WEBSITE

Our Canada Helps webpage and **sashbear.org** will be the 2 main sources for participants to find everything about the challenge, celebration, sponsors and more. Donations will be managed via a link to our Canada Helps page.

SASHBEAR NEWSLETTER

Direct promotion for the Web-Walk will be emailed through the Sashbear Web-Walk Newsletter to all past walk participants, Family Connections participants and supporters of the Sashbear Foundation (~8,000 people).

SOCIAL NETWORKING

Through Facebook, Twitter and Instagram, we will be posting links and key facts about the Web-Walk challenge, celebration and clips from our participants to the well-established network of Sashbear supporters and advocates across the country.

MEDIA

Press releases and reach outs will be made to publicize our Web-Walk story and our sponsors directed to print, radio, television and online media across the country.

2021 Sponsorship Proposal

| Benefits | Audience | Frequency | Gold \$ 2,000 | Silver \$ 1,000 | Bronze \$ 500 |
|--|---|-------------------|------------------|--------------------|------------------|
| Press release announcing Partner commitment (~May 4) | (media tbd) | 1 | Yes | | |
| Recognition in Walk Emails - 8 emails to all contacts - 8 emails to participants (~Mar 17, Apr 1, 16, May 1, 17, 24, 30, Jun 14) | 8,000 mailing list (open rate 48%) 100 walk participants | 8 + 8 | Yes Top Tier | Yes 2nd Tier | Yes 3rd Tier |
| Logo on CanadaHelps.org and Sashbear.org pages | 750 visits to CanadaHelps.org 3,000 monthly users/ 7,500 monthly page views 20% returning/80% new to Sashbear.org | Pre, during, post | Yes Top Tier | Yes 2nd Tier | Yes 3rd Tier |
| Welcome announcement in social media reach out - 1 Facebook post - 1 Twitter tweet - 1 Instagram post | Facebook: 1,145 followers Twitter: 854 followers Instagram: 608 followers | 1 x 3 | Yes | Yes | |
| Logo during Web Walk online celebration and additional :15 exposure + mention during Sponsor thank you section | estimated 250 viewers | 1 | Yes Top Tier | Yes 2nd Tier | Yes 3rd Tier |
| Post Walk Thank you with logo on social media - 1 Facebook post - 1 Twitter tweet - 1 Instagram post | Facebook: 1,145 followers Twitter: 854 followers Instagram: 608 followers | 1 x 3 | Yes | Yes | |

Your commitment will have an impact on families supporting loved ones with Emotion Dysregulation.

In 2020, over 75 Family Connections™ groups reached 1,000 family members across the country virtually by teaching them the skills needed to reduce stress, increase empowerment and better support their loved ones on their mental health journey.

The funds raised during our Sashbear Walk represents 40% of our annual operating budget.

Please note as per Canadian tax law, no income tax receipts are issued for sponsorship of charity events.

Additional Support Considerations

Prizes

We are considering offering prize incentives for those teams who join the Web-Walk Challenge. If you are able to contribute in this manner, please consider donating prizes or items for these purposes. You would receive recognition during our celebration for your donation.

Promote, fundraise and celebrate

You can assist in increasing awareness of this event by including information and links in your company's marketing activities. Put the event logo and link to our website on your organization's homepage or social media or attach it to emails to your customers. We will be happy to provide our marketing material to you.

Participate in the Challenge—Signup as a Team!

Consider having your team join in our Web-Walk Challenge to help us meet our goal. You can create a team or join as an individual on Canada Helps to start fundraising.

THANK YOU FOR YOUR CONSIDERATION

We look forward to speaking with you to determine how you can join us to help make waves for mental health.