



Dear Sashbear Supporter,

The Sashbear Foundation is excited to announce that our 12th Annual Sashbear Walk will take place in six cities in 2024:

- May 2 – **Ottawa, ON** (tentative date)
- May 11 – **Burnaby, BC**
- May 26 – **Toronto, ON**
- June 15 – **St. John's, NL**

Dates and additional locations will be confirmed over the next few months.

As a non-profit organization that provides free mental health and suicide prevention programs to families across Canada, we rely heavily on partners like you to help bring our annual event to life. This year is no exception and we look for your support now more than ever before.

The Sashbear Foundation started in memory of Sasha Menu Courey who died by suicide at the age of 20 after a hard-fought battle with borderline personality disorder. Sasha's legacy continues to live on in the life-changing programs 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.

In 2023, Sashbear helped 1000 families across Canada through the Family Connections program, and thousands more attended other events including our Expert Education Series presentations. The Family Connections program provides skills for family members to regain balance in their lives and be more effectively involved in the lives of their loved ones with emotion dysregulation. The Expert Education Series provides free educational webinars presented by scientific and clinical experts, and in 2023 our presenters provided information and skills to support families coping with self-harm, suicidality, trauma, and more.

The following proposal outlines options to optimize your participation and maximize your exposure, while supporting the cost to make this crucial event happen. We look forward to further discussing these specific opportunities directly with you. If you have any questions, please contact walkcoordinator@sashbear.org. We sincerely hope you can join us at our 2024 Sashbear Walk, as we continue to make waves for mental health.

In skills and hope,

Lynn Courey
President & Co-Founder

Marlene Yip
Walk Coordinator & Development Officer



2024 Sponsorship Benefits	DIAMOND \$ 10,000	PLATINUM \$ 5,000	GOLD \$ 2,000	SILVER \$ 1,000	BRONZE \$ 500
Recognition on front of Walk T-shirt* as Diamond (presenting) sponsor (If signed up by April 1st, 2024)	✓				
Opportunity to speak at event	✓				
Recognition at event by Master of Ceremonies	✓	✓			
Press release announcing Partner commitment	✓	✓			
Opportunity to have an information table at our walk**	✓	✓	✓		
Welcome post with logo & company description in social media	✓	✓	✓		
Recognition in Walk emails	✓	✓	✓	✓	✓
Recognition in Sashbear newsletter	✓	✓	✓	✓	✓
Recognition on Sashbear.org and Sashbear Walk registration website	✓	✓	✓	✓	✓
Recognition on Walk T-shirt* as sponsor (If signed up by April 1st, 2024)	FRONT	Back	Back	Back	Back
Complimentary Walk registration passes	16	10	6	4	2
Logo on Walk Sponsors poster board at event	2XL	XL	Large	Medium	Small
Opportunity to provide corporate branded raffle prize(s)	✓	✓	✓	✓	✓
Right to use Sashbear Walk logo in sponsorship advertising	✓	✓	✓	✓	✓
Recognition in post-event communication	✓	✓	✓	✓	✓

* If signed up by **April 1st, 2024**

** Up to 1 6ft table and chairs are allowed but not supplied. No sales are permitted.

Last year, we had approximately 1,000 participants across Canada and around the world and we raised over \$150,000 for The Sashbear Foundation. Your commitment will have a huge impact on families supporting loved ones with BPD/Emotion Dysregulation.

Registration and Payment Options

Please go to <https://sashbear.wildapricot.org/event-5429499> to register or email walkcoordinator@sashbear.org. You can pay online by credit card, wire transfer or by cheque. Sponsorship cheques (payable to The Sashbear Foundation) can be mailed to The Sashbear Foundation, 25 Hartfield Road, Etobicoke, ON M9A 3C8.

Note: as per Canadian tax law, income tax receipts cannot be issued for sponsorship of charity events.

Additional Support Considerations

Prizes

We are hoping to offer prize incentives for our top fundraising teams and captains. 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 generous 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. Please put our Sashbear Walk logo with a 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 — Sign up as a team!

Consider having your team join the Sashbear Walk to help us meet our goal. You can create a team or join as an individual to start fundraising. 75% of The Sashbear Foundation's revenue comes from donations. Please help us spread hope and change lives!



COMMANDITAIRES PLATINE

- benefitsdivision
- THE CENTRE FOR PSYCHOLOGY + EMOTION REGULATION
- NOFRILLS

COMMANDITAIRES OR

- BENNETT FAMILY REAL ESTATE
- BROADLEAF HEALTH
- BROADVIEW psychology
- CAR PARK
- Coast 101.1 FM classic hits
- Mass General Brigham
- McLean
- WESTON FOREST YOU'LL LOVE DOING BUSINESS WITH US

COMMANDITAIRES ARGENT

- Angler SOLUTIONS
- DBT PATH
- GiftedNotion CONSULTING
- mindbody HEALTH

COMMANDITAIRES BRONZE

- Adams + Miles
- blakes
- CASELLA HOMES
- CLAYNE FIXES FIRES
- medicart
- ONTARIO DBT CENTRE
- PharmaChoice
- Kingsbury Dental
- TCD Québec

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

Contact Info

For more information or to discuss additional sponsorship materials, please contact Marlene Yip at walkcoordinator@sashbear.org or 647-458-1855 before March 1st, 2024.