

WALK TO MAKE CYSTIC FIBROSIS HISTORY



SPONSORSHIP OPPORTUNITIES 2025

YOUR SUPPORT IS A
STEP TOWARD ENDING CF FOR **ALL**



Walk 2025

The Walk To Make Cystic Fibrosis History is the largest national cystic fibrosis (CF) fundraiser in Canada.

Each year thousands of teams, individuals, and volunteers across Canada draw on the power of their own communities to do something incredible: raise millions of dollars so that Canadians living with cystic fibrosis will experience longer, healthier lives.

A Shared Goal. A relentless spirit.

On Sunday, May 25, friends and family will come together coast to coast to celebrate, remember and support Canadians with cystic fibrosis (CF). Your business can support a local Walk in several ways.

It's a special time when the Canadian cystic fibrosis community comes together across the country. We are united in our shared experience with this devastating disease, which can often feel so lonely, and in our collective determination to push further for everyone impacted by CF.

You can sponsor the Walk with cash sponsorships or help us offset the cost of the event with a gift-in-kind sponsorship. Your company can make this a fun-filled day for CF families in your community. Bring your team members along to enjoy the fun.

Why Sponsor the Walk?

Your support of the Walk To Make Cystic Fibrosis History will provide your brand with the opportunity to authentically connect with participants and donors in your community. Your investment will allow your business to:

- ✓ Build brand value
- ✓ Engage onsite with Walkers in your community
- ✓ Stand apart from the competition
- ✓ Show your customers, employees and community that you care about what matters to them
- ✓ Provide a sense of pride and community for your employees and customers

We value our relationship with you. Together we can #StepToward a future without CF.

Thank you for your support!

To learn more about sponsorship and other opportunities in your community please contact:

Name:

Email:

Phone:

Align your company with the 2025 Walk To Make CF History

#StepToward

How your brand will be represented



E-communications are crafted to highlight your company name and logo.



Local event registration page will host your company logo.



Your company logo will be displayed on event day to show your support of the cystic fibrosis community.

In-Kind Sponsorship

Not all sponsorships have to be cash. In-kind sponsorship adds immense value to the Walk. In-kind support allows CF Canada to reduce the cost of events, thereby allocating funds where they are needed most.

Some examples include:

- ✓ Food and drink partnership
- ✓ Media support (*radio airtime or commercial*)
- ✓ Printing services
- ✓ Games and activities

FEATURE & COMMUNITY WALK EVENTS

	Strider \$5,000	Trailblazer \$2,500	Family \$1,000	Friend \$500	Supporter \$250
Sponsor Recognition					
Verbal recognition at opening ceremonies	* <i>(with addition: mention of mission of company)</i>	* <i>(with addition: mention of mission of company)</i>	*	*	*
Logo recognition on local event registration page	*	*	*	*	*
Logo recognition on event day local sponsor signage	*	*	*	*	
Opportunity to activate onsite on event day	*	*	*	*	
Logo featured in local event digital communications	*	*	*		
Mention in regional e-blasts (where applicable)	*	*			
Logo featured with hyperlink on National Walk Corporate Webpage	*				

If you do not see your sponsorship level listed above, we are happy to work with you to create a sponsorship level to suit your budget and business needs.

To make a sponsorship payment online please visit the web page below.

<https://walk-cysticfibrosiscanada.crowdfunder.ca/Medicine-Hat>