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LEVEL UP



2026 SPONSORSHIP KIT



YOU CAN CHANGE THE GAME FOR LOCAL CHILDREN AND FAMILIES...

YOU CAN CHANGE THE GAME



Thousands of local families are walking the same path—facing challenges that feel insurmountable. Your sponsorship support ensures that kids and caregivers can continue to access life-changing programs and services.

Your sponsorship means inclusion, opportunity, and dignity for children who deserve nothing less.

At Lansdowne Children's Centre, we meet every child where they are—with services that build skills, confidence, and independence. We partner with families to set meaningful goals and celebrate progress, one level at a time.

- **Founded:** 1974, in Brantford, Ontario
- **Leadership:** Rita-Marie Hadley, Executive Director + Board of Directors
- **Who we serve:** Infants, Children and Youth, with communication, physical and/or developmental additional needs, and their families
- **Approach:** Strength-based, inclusive, family-centred



RITA-MARIE HADLEY
Executive Director



ASHLEY VELDKAMP
Board Chair/President



LYNDA HENRIKSEN
Dir. of Development

YOUR IMPACT, KIDS & FAMILIES



STRENGTHEN ACCESS

to programs and
supports



BUILD INCLUSION

opportunities where
every child belongs



REDUCE BARRIERS

for families who need
help now

**SUPPORT CHANGES EVERYTHING — BECAUSE WHEN
WE INVEST IN CHILDREN EARLY, WE INVEST IN A
STRONGER COMMUNITY FOR EVERYONE.**

Every child deserves the chance to build skills, confidence, and independence —and every family deserves support along the way. **Heroes Walk & Roll** brings our community together to fund the programs and services that help children reach milestones, participate fully, and thrive in everyday life.

ACTIVATE YOUR POWERS!



WHY YOU SHOULD JOIN THE MISSION:

By joining Level UP, your organization becomes a partner in possibility, fueling innovative programs, reducing wait times, and enhancing supports for thousands of local families.

Corporate Sponsorships

Align your brand with signature Lansdowne events, programs and initiatives. Highlight your organization's values and commitment to children's health and inclusion.

Corporate Team Challenge

NEW Register a team for \$5,000 and collectively work to fundraise an amount greater than the registration, while also competing in team building awareness-driven activities.

Corporate Matching Programs

Double the difference. Match gifts to Lansdowne and amplify your company's role in supporting children and youth across our community.

Cause Marketing Partnerships

Collaborate with Lansdowne on co-branded campaigns that inspire customers, celebrate community, and generate meaningful support for specialized services and programs.

Capital Improvements

Create lasting impact by making a major donation in support of capital improvement that expands access to therapy and developmental programs for children and youth.



**For more information, please contact us.
We would be happy to help you. Thank you!**

Lynda Henriksen, Director of Development
lhenriksen@lansdownecc.com (519) 753-3153 ext 221

**Empowering Children.
Strengthening Families.
Inspiring Community.**

COMMUNITY CUP CHALLENGE



PRESENTED BY LANSDOWNE CHILDREN'S CENTRE

- **FUNDRAISING**
- **SOCIAL MEDIA**
- **SMALL-BUT-MIGHTY
OBSTACLE COURSE**

Engage your employees in a unique competition for the Community Cup!

Register online. Fundraise and collect pledges from May to September. Create awareness with engaging social media content.

Get your team ready to experience **small but mighty** triumphs we see Lansdowne kids tackle every day, through a uniquely designed obstacle course at Heroes Walk and Roll.

With Lansdowne, your team experiences the immediate impact of their efforts while strengthening team culture.

Details online at
lansdownecentre.ca/levelup



LEVEL UP





SIGNATURE ANNUAL EVENT

INCLUSIVE. ENERGIZING. LOCAL.



Live
Attendance

300+

Email
Subscribers

6K+

Social
Engagement

350K+

Content
Reach:

1M+

What is the Event?

Lansdowne Heroes Walk and Roll is a super-celebratory fundraising event where families, children, youth, and teams come together to champion support of Lansdowne Children's Centre programs and services. **The pledge drive kicks off in May**, building to an outdoor carnival event in Brant Park (Brantford) on **Saturday, September 26**.

Find full event details online, at www.heroeswalkandroll.com

Who's in Attendance?

Lansdowne Children's Centre client and staff families and friends, educators, healthcare partners, community leaders, families with young children, and local vendors/businesses.

Making an Impression:

It's joyful, accessible, and inclusive, delivering an engaging and entertaining experience for all in attendance—a natural fit for brands committed to youth, family and community. The pledge drive period provides lots of exciting opportunities for social media content creation, customer engagement and good-news stories.

SPONSORSHIP THAT FITS YOUR GOALS

HERO Biodesign HP### 



POWER BOOTS POWER BOOST!

SPONSOR LEVEL 4

- Recognized as presenting partner
- Dedicated media news release
- Exclusive advertisement-area, website
- Brand assigned to event station signage
- Brand featured alongside pre-event media, print materials, e-newsletters
- Brand name included in the Lansdowne Children's Centre annual report

2026 edition www.heroeswalkandroll.com 

STORYTELLING: In 2026, we are introducing collectable cards to share brand and client stories, and to promote Hero personalities. Each card contributes to a game experience that can be played solo or with friends, based on Heroes Walk and Roll for Lansdowne Children's Centre.

SUPERSTAR!
Sponsor Level 4
\$5,000+

HERO Ackland HP### 



ACKLAND INSURANCE

SUPER-TEAM POWER BOOST!

SPONSOR LEVEL 3

- Recognized as supporting partner
- Shared media news release
- Brand recognition on website
- Brand assigned to event station
- Brand featured alongside pre-event media, print materials, e-newsletters
- Brand name included in annual report

HERO J.H. Young HP### 



J.H. YOUNG FINE JEWELLERS SINCE 1900

PRECISION SPARKLE POWER BOOST!

SPONSOR LEVEL 2

- Recognized as supporting partner
- Shared media news release
- Brand recognition on website
- Shared event station signage
- Brand mention in print materials, e-newsletters, social media shoutout
- Brand name included in annual report

HERO Marks HP### 



MARK'S

NEW ADVENTURE GEAR POWER BOOST!

SPONSOR LEVEL 1

- Recognized as event partner
- Shared media news release mention
- Name recognition on website (text)
- Event sign on walk and roll route
- Social media shoutout
- Brand name included in annual report

ACHIEVER
Sponsor Level 2

\$2,500

EXPLORER
Sponsor Level 2

\$1,500+

NOVICE
Sponsor Level 1

\$250+





Media Exposure & Promotion Plan



PRE-EVENT PROMOTIONS

- **Digital:** news announcements, web pages, e-news features, social spotlights and ads, fundraiser sharing, reel video updates and promotions
- **Storytelling:** Sponsor highlight posts, local news features, co-created content
- **Employee Engagement:** Form teams, volunteer at stations, host a “Power-Up” area
- **Youth Engagement:** contests, games, pledge drives

ON-SITE RECOGNITION AND VISIBILITY

- **Event Signage:** Start/finish arch, route wayfinding, stage backdrop, station signage
- **Registration Kits:** print materials, fundraiser awards, partner-branded merchandise (as donated)
- **Vendor Booth:** Join the fun with an on-site presence



More Event Information

www.heroeswalkandroll.com

LET'S GET STARTED!



1

Let's Talk!

Let's connect for a conversation about your interest and your goals and how we can help you achieve the maximum results for your participation.

2

Registration and Payments

You can register and pay online through our secure and simple platform, at lansdownecentre.ca/levelup OR we can help to write an agreement and provide an invoice.

3

Sponsor Activation Kit

We will provide you with a digital kit of resources to help you promote Lansdowne, Heroes Walk and Roll and your participation, online and in-store.

4

Heroes Walk and Roll

You can register a fundraising team and plan to bring your friends and family to Brant Park on September 26 to enjoy games, entertainment and great fun!

5

Corporate Challenge

Register a team and have fun competing for the Lansdowne Community Cup, fundraising and participating in activities that generate social media content.

6

Recognition and Reporting

Receive recognition for participation at the event, and in our next Lansdowne Children's Centre annual report. Plus, receive a fundraising impact report.

**For more information, please contact us.
We would be happy to help you. Thank you!**

Lynda Henriksen, Director of Development
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I AM BRAVE I AM CREATIVE
I CAN DO HARD THINGS I AM STRONG
I NEVER GIVE UP I AM KIND
I AM WISE I AM LOVED
I AM DETERMINED I AM ADVENTUROUS
MY FEELINGS ARE REAL



**Your sponsorship helps children and youth
 to build skills, confidence, and independence—
 right here in our community.**



LansdowneCentre.ca/levelup