



# HEROES WALK AND ROLL 2023



## EVENT & PARTNERSHIP CONTACT INFORMATION

Candace Kingyens, Senior Development Officer  
Lansdowne Children's Centre Foundation  
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Lansdowne Children's Centre Foundation  
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## OUR CHILDREN AND YOUTH SHOW US EVERYDAY THAT THEY ARE THE TRUE SUPERHEROES... WILL YOU CONSIDER BECOMING A **LANSDOWNE HERO**?

The 5th annual **Heroes Walk and Roll** fundraising campaign for Lansdowne Children's Centre Foundation includes our annual **Festival of Heroes** in-person event at Brant Conservation Area (Brant Park) on **Saturday, September 23, 2023**. Families are invited to dress up as whatever a "hero" means to them and come out to enjoy carnival themed attractions, games and activities.

Continuing our virtual component started in 2020, our fundraisers have the opportunity to canvas their community in the costume of their favourite hero **from August 1 to September 23**, raising funds and awareness for Lansdowne Children's Centre Foundation. Each registered **Hero Squad** receives passes to the in-person event along with a personalized web page, equipped with a secure, electronic shopping cart (powered by Zeffy) to accept credit and debit transactions. This service is a tool for our fundraisers to share on social media channels to promote event awareness and fundraise for this campaign. Over \$23,500 was collected by online fundraising in 2022 (of the over \$72,000 raised in total).

Lansdowne Children's Centre is our children's treatment centre serving Brantford, Brant, Haldimand and Norfolk counties, Six Nations of the Grand River and Mississaugas of the Credit First Nation. Proudly delivering SmartStart Hub services, Lansdowne provides specialized critical care and supports for infants, children and youth with communication, developmental and physical needs. Dedicated service providers work with needs that may arise from Cerebral Palsy, Spina Bifida, Down Syndrome, Brain Injury, Muscular Dystrophy, and Autism Spectrum Disorder, as well as delays in communication and motor skills development.

The children at Lansdowne are our everyday heroes. They work so hard each day to reach their goals. We hope that you will consider becoming a **Lansdowne Hero** and support our **Heroes Walk and Roll** event. Your partnership and gift would mean the world to our kids and to us.





**IN-PERSON EVENT:**  
SEPTEMBER 23, 2023  
12:00PM – 3:00PM

**BRANT CONSERVATION AREA**  
(BRANT PARK) 119 Jennings Rd, Brantford

**VIRTUAL FUNDRAISING:**  
August 1 – September 23, 2023

Join us as we walk and roll through the Summer and into the Fall, for the children and youth with special needs in our community.

Walk or Roll as much or as little as you would like each day. Create a team, dress up as your favorite superhero and collect pledges!

Tag us on social media to be a part of our fun Photo Challenge and Costume Contest @heroeswalkandroll on Instagram #LCCHeroes #HeroesWalkAndRoll #ForTheKids

*The benefit of any kind of partnership is invaluable.*

Your support will not only allow you to enjoy the many marketing and advertising benefits for your business or for yourself, but you will also be making a significant difference in the lives of children with physical, developmental and communication needs, and their families right here in our community.

*Take great pride in becoming a Lansdowne Hero,* and be a leading example of helping our children and youth to happily grow in our community.





# COMMUNITY PARTNERSHIP BENEFITS

This is your opportunity to become a *Lansdowne Hero!*



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## Presenting Partner... **\$10,000**

- Inclusion in Sponsor Listing on Website & Social Media
- Virtual #BrantLife TV appearance with Foundation Staff Member
- Logo recognition as a Presenting Partner on all event posters, brochures, flyers and any other additional promotional materials
- Logo recognition in all advertising pre and post event
- Recognition in our annual report
- Recognition in our Linking with Lansdowne newsletter
- Logo recognition on the back of all souvenir t-shirts being sold for the event
- Tour of Lansdowne Children's Centre with a provided lunch (this will take place in 2021 when safe to do so following local health directives)
- Free Registration to event for four individuals



## Platinum Partner... **\$5,000**

- Inclusion in Sponsor Listing on Website & Social Media
- Virtual #BrantLife TV appearance with Foundation Staff Member
- Logo recognition as a Platinum Partner on all event posters, brochures, flyers and any other additional promotional materials
- Logo recognition in all advertising pre and post event
- Recognition in our annual report
- Recognition in our Linking with Lansdowne newsletter
- Free Registration to event for two individuals



## COMMUNITY PARTNERSHIP BENEFITS



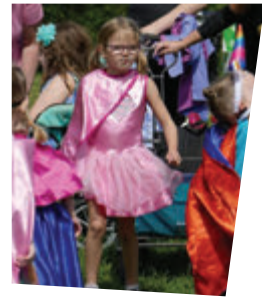
### Gold Partner... \$2,500

- Inclusion in Sponsor Listing on Website & Social Media
- Logo recognition as a Gold Partner on all event posters, brochures, flyers and any other additional promotional materials
- Logo recognition in all advertising pre and post event
- Recognition in our annual report
- Recognition in our Linking with Lansdowne newsletter



### Silver Partner... \$1,500

- Inclusion in Sponsor Listing on Website & Social Media
- Logo recognition as a Silver Partner on all event posters, brochures, flyers and any other additional promotional materials
- Recognition in our annual report
- Recognition in our Linking with Lansdowne newsletter



### Bronze Partner... \$750

- Inclusion in Sponsor Listing on Website & Social Media
- Logo recognition as a Bronze Partner on all event posters, brochures, flyers and any other additional promotional materials
- Recognition in our annual report



### Event Partner... \$500

- Inclusion in Sponsor Listing on Website & Social Media
- Logo recognition as an Event Partner on all event posters, brochures, flyers and any other additional promotional materials

### Food & Beverage Partner... \$250

- Inclusion in Sponsor Listing on Website & Social Media

Complete your partnership registration and payment online at: [heroeswalkandroll.com](http://heroeswalkandroll.com)

OR contact Candace Kingyens, senior development officer [ckingyens@lansdownecc.com](mailto:ckingyens@lansdownecc.com) 519.753.3153 ext 245

# HEROES WALK & ROLL Partnership Contract



YES, \_\_\_\_\_ (Name of Organization) would be pleased to donate to the Lansdowne Children's Centre Foundation Heroes Walk & Roll.

- Presenting Partner.....\$10,000
- Platinum Partner.....\$5,000
- Gold Partner.....\$2,500
- Silver Partner.....\$1,500
- Bronze Partner.....\$750
- Event Partner.....\$500
- F & B Partner.....\$250

### Do you prefer online transactions?

You can complete your partnership registration and payment online at: [heroeswalkandroll.com](http://heroeswalkandroll.com)

#### PARTNERSHIP CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Address: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### PAYMENT INFORMATION

If you would like to provide a credit card to complete your partnership agreement, please fill in the details below:

- VISA
- MasterCard

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make all cheques payable to "Lansdowne Children's Centre Foundation".

Mail to: Candace Kingyens, Senior Development Officer  
Lansdowne Childrer's Centre  
39 Mount Pleasant Street, Brantford ON N3T 1S7  
ckingyens@lansdownecc.com | 519-753-3153 ext. 245