

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

COMMUNITY CUP CHALLENGE

PRESENTED BY LANSDOWNE CHILDREN'S CENTRE



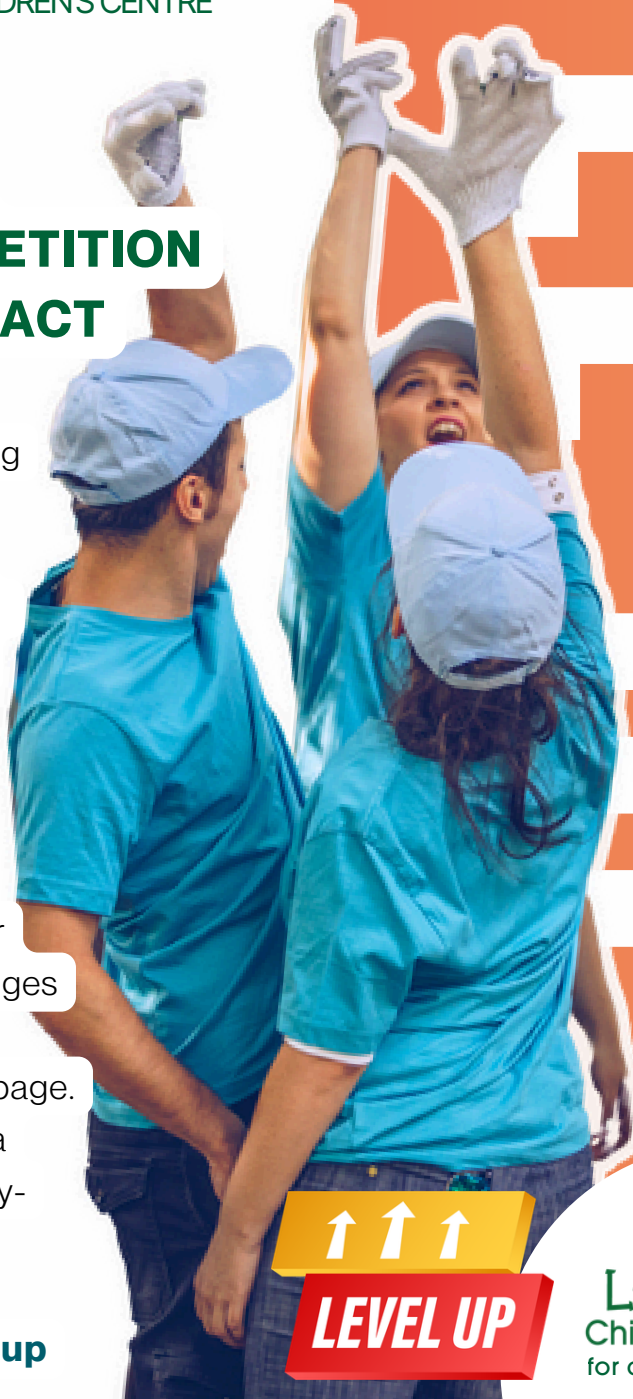
- **CORPORATE
TEAM BUILDING**
- **FRIENDLY COMPETITION**
- **COMMUNITY IMPACT**

Engage your employees in a community-driven team building campaign! Experience **small-but-mighty-triumphs** we see Lansdowne kids tackle every day, through a uniquely designed obstacle course at Heroes Walk and Roll.

Register online

Rally your team and boost your workplace culture. Collect pledges from May to September with your personalized fundraising page. Activate engaging social media content, supporting local, family-centred care and inclusivity.

lansdownecentre.ca/levelup





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!**

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