



WALK
TO REMEMBER

SPONSORSHIP OPPORTUNITIES



Midwestern
Region

Walk this way...



We are pleased to invite you to become a valued sponsor and partner for **Walk to Remember**, an event designed to create a meaningful opportunity for community to connect with each other and honour their loved ones while raising critical funds for Bereaved Families of Ontario - Midwestern Region (BFO-MR).

This family-friendly event features a walk through Waterloo Park, various engagement activities such as a photo station, and opportunities for participants to write messages to their loved ones on butterflies. This year's event takes place on **Saturday, September 6, 2025**. Participants are invited to set individual step, distance or time-specific goals and create a peer-to-peer fundraising page in memory of their loved ones.

BFO-MR is fully funded by the community and receives no government support. As an event partner, your sponsorship will not only provide significant visibility for your company but also demonstrate your commitment to supporting our community during a time when they need it most. **You will help ensure that our grief support programming remains free and accessible.**

Whether your goal is to enhance your brand's visibility or to make a meaningful contribution to the community, we offer a range of sponsorship levels to suit your needs. We are grateful for your consideration of this impactful partnership opportunity. Together, we can provide crucial support to families during a profoundly difficult time in their lives.

Jaime Bickerton, Executive Director



"We had a wonderful group. [Our facilitators] were incredible - so understanding, so inspiring. I am very fortunate to have been a part of this 'family'. Thanks to BFO for offering such important services, information, and compassion."

Participant, Program for parents grieving the death of a child

SPONSORSHIP OPPORTUNITIES

	PRESENTING PARTNER	TRAIL BLAZER	MEMORY LANE	REFLECTION & REFRESHMENT	SNAPSHOT
	\$5,000 ONE AVAILABLE	\$2,500 ONE AVAILABLE	\$1,500	\$1,000	\$500
Prominent signage throughout venue	X				
Company logo in registration, promotional communications	X	X	X		
Company logo on "Walking in Memory of" stickers	X				
Company name in registration and promotional communications				X	X
Company logo in program and on the BFO website	X	X	X	X	
Verbal recognition during welcome remarks	X	X			
Company logo at butterfly memory station and refreshment table				X	
Company logo at photo station					X
Company signage on walking path			X		
Opportunity to share welcome message to guests	X				
Opportunity to host an engagement station (ie. water, activity)	X	X			
Opportunity to provide branded giveaways to participants	X				
Opportunity to provide branded photo props or frames					X
Recognition in BFO-MR quarterly newsletter and Impact Report	X	X			

WHY YOUR SUPPORT MATTERS

Grief is a universal experience, yet it is often isolating and misunderstood. BFO-MR has been providing grief support and education in Waterloo Region since 1996, creating connection and community for children, individuals and families. **In 2024...**

12

People were supported through our program for parents grieving the death of a child and one-on-one support matches

26

Children and 8 parents/caregivers received support through Healing Little Hearts for children 4 to 12 and Good Grief for teens 13 to 17.

121

People received support through 46 Living with Loss and Living with Loss by Substance Use groups

130

People participated in grief education initiatives and our 2024 conference

288

People were supported through outreach programs in partnership with community organizations House of Friendship and oneROOF Youth Services

156

Employees received grief education and learned how to create grief literate and compassionate workplaces through our Grief at Work program



“My life had changed irrevocably, in an instant, and I needed to be with people who really ‘got it’; people who were like me. From the meetings, I got strength and support, not just from those in grief, but from the warmth and gentle kindness of the facilitators as they led us with such compassion through our discussions.”

Participant, Living with Loss