

4th Annual

Walk for *Courage*

Taking steps to a better tomorrow

Saturday July 19, 2025

Sponsorship Proposal



Canadian Mental
Health Association

Grey Bruce

Mental Health and Addiction Services



Taking steps to a better tomorrow

The Beginning

In 2019, the Courage family's world was forever changed when they lost their oldest son, Jeff, to suicide. In honour of Jeff's life and driven by a commitment to prevent similar tragedies, the Courage family, together with Josh Burnett of Owen Sound Fitness and Training, partnered with CMHA Grey Bruce to launch the Walk for Courage in 2022.

What began as a tribute to one young man has grown into a powerful community movement. Now in its fourth year, the Walk for Courage has expanded to multiple locations and includes a virtual participation option, making it accessible for everyone who believes in the importance of mental health care, suicide prevention, and building a stronger, more compassionate community.

To register for the walk, donate, or learn more, visit walkforcourage.com.



Mission

The Walk for Courage brings the community together to honour the memory of those lost to suicide by raising awareness, promoting hope, and funding essential mental health services.

Vision

A compassionate community where no one faces their struggles alone, and where awareness, education, and support create a future free from the tragedy of suicide, while preserving the memory of lives gone too soon.



Why Your Sponsorship Matters

Funds raised through the Walk for Courage **directly supports vital programs** through **CMHA Grey Bruce**, including:

- Early **mental health education for children** through the **Friends and Neighbours (FAN) Club**.
- **Support for teens** with the **Let's Talk** program.
- **Talk Today**, promoting **mental wellness among athletes**.
- **Adult and workplace education programs** that strengthen **mental health support across the community**.
- Training initiatives like **Mental Health First Aid, SafeTALK, and ASIST** that equip individuals to **recognize and respond to mental health crises**.

Your sponsorship directly fuels these life-changing programs, ensuring individuals and families in Grey Bruce receive the care, education, and support they need to thrive.

Together, We Walk for Courage

Every step we take is a powerful reminder that no one has to face their struggles alone.

Register, donate, and learn more at walkforcourage.com

Sponsor Packages

Sponsorship Levels	Presenting Sponsor	Site Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Cash/In-Kind Value	\$5,000	\$2,000	\$1,000	\$500	\$250+
Availability	1	2 (1 per site)	5	Unlimited	Unlimited

Benefits	Presenting Sponsor	Site Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Speaking opportunity at event (Owen Sound or Hanover)	✓				
Logo & Presenting Sponsor acknowledgment on registration site	✓				
Recognition in CMHA Grey Bruce Annual Report	✓	✓			
Logo on print marketing (ads, posters, brochures)	✓	✓			
On-site branding opportunity (vendor table, signage)	✓	✓	✓		
Logo & link in event e-newsletter and website	✓	✓	✓		
Recognition in pre-event press release	✓	✓	✓	✓	
Recognition in post-event press release	✓	✓	✓	✓	
Thank you in post-event e-newsletter	✓	✓	✓	✓	✓
Social media shoutouts	3 mentions	2 mentions	1 mention	Group Mention	Group Mention
Acknowledgment on donor wall	✓	✓	✓	✓	✓
Announced sponsor acknowledgment at event	✓	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓	✓

Note: Custom packages are available upon request.



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Become a Sponsor



Complete the attached form

Next page



Call us

519-371-3642 extension 1018



Online at

www.greybruce.cmha.ca/walksponsor



Mail a cheque

CMHA Grey Bruce
1101 2nd Ave East, Suite 205
Owen Sound, Ontario N4K 2J1

By becoming a sponsor, you are helping to create a world where support is always available, and no one has to face mental health challenges alone.



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☐ **Other Donation Amount**
\$

519-371-3642 Ext. 1018



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Select the type of donation you are making:

Amount: \$ _____

Item Description:

Value: \$ _____

☐ I would like a tax receipt for the donation value

☐ I will provide a high resolution digital logo to CMHA Grey Bruce no later than June 15, 2025
(Businesses only)

Company Name: _____ **Donor Name:** _____

Street Address: _____ **Postal Code:** _____

Town: _____ **Phone #:** _____

Email Address:

☐ **Cheque included:** Made payable to **CMHA Grey Bruce** (Memo: Walk For Courage)

☐ **Cash included**

NAME ON CARD

SIGNATURE

THANK YOU FOR YOUR GENEROUS SUPPORT TOWARDS MENTAL HEALTH

Please mail cash or cheque donations to:

CMHA Grey Bruce
1101 2nd Avenue East, Suite 205
Owen Sound, ON N4K 2J1



For more information or to confirm your sponsorship, contact:

Don Vail

Communications & Fund Development Manager

dvail@cmhaqb.org

519-371-3642 Ext. 1018

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