



# STEP CHALLENGE

# SPONSORSHIP PACKAGE



**2024**

# TABLE OF CONTENTS

<b>2</b>	About the Step Challenge
<b>3</b>	Benefits of Sponsorship
<b>4</b>	Sponsor Package
<b>5</b>	Thank You!

# ABOUT THE STEP CHALLENGE

We are excited to invite you to be a sponsor for our upcoming community-wide Step Challenge, a health-focused event aimed at promoting physical activity and wellness within the Niagara-on-the-Lake community. This event brings together individuals of all ages and fitness levels who live or work in Niagara-on-the-Lake to take steps towards a healthier lifestyle.

## Event Details



### **Registration: May 20 - June 8, 2024**

Registration is open from Monday, May 20, 2024, to Saturday, June 8, 2024.



### **Start Date: June 2, 2024**

The official challenge begins on Sunday, June 2, 2024. Prizes will be awarded weekly to individuals and teams.



### **End Date: June 29, 2024**

The challenge will end on Saturday, June 29, 2024. Final prizes will be awarded to individuals and teams.

# BENEFITS OF SPONSORSHIP

## **Why sponsor the Step Challenge?**

Partnering with the Town to help facilitate the Step Challenge provides a unique opportunity to showcase your local support and services to a local audience while demonstrating your commitment to the health and wellness of the community.

## **Benefits to your business:**

- Elevate your brand by aligning with community values.
- Help boost this local initiative through your partnership.
- Join the Town in making a positive impact in the community.
- Invest in the community's well-being while promoting your business.

# SPONSORSHIP LEVELS



## **Pathfinder Sponsorship - \$250 or more**

The Town is looking for sponsors to provide prizes for teams of four. Total prize value or monetary donation of \$250 or more.

### **Sponsorship benefits:**

- Recognition as a Pathfinder Sponsor.
- Recognition on the Town website and social media platforms and digital boards.



## **Explorer Sponsorship - \$250 or Less**

The Town is looking for sponsors to provide prizes for individuals. Prize value or monetary donation of \$250 or less.

### **Sponsorship benefits:**

- Recognition as an Explorer Sponsor.
- Recognition on the Town website and social media platforms.

**THANK**  
YOU

## **Contact**

Phone 905-468-3266

Website [www.notl.com](http://www.notl.com)

Email [communications@notl.com](mailto:communications@notl.com)

Address 1593 Four Mile Creek Road, Virgil

**STEP BY STEP, WE CAN MAKE A DIFFERENCE TOGETHER!**