

TOP ROCK ADULT
TRAPT
PERFORMANCE TROUPE

Presents
STEP UP FOR HOPE



FOOT SOLDIER

INFO/SPONSORSHIP GUIDE

Dance, Fitness and Entertainment Marathon for Cystic Fibrosis

SATURDAY, SEPTEMBER 28, 2024

IN SUPPORT OF



Adult Cystic Fibrosis Clinic



Event presented by Finding Hope Foundation. Charitable Registration No. 80871 5445 RR0001

All information contained in this Info/Sponsorship Guide and www.stepupforhope.com is the property of Finding Hope Foundation.



WHAT IS STEP UP FOR HOPE?

Step Up for Hope is an annual charity marathon where participants – or as we like to call them, Foot Soldiers – participate in 8 hours of movement... or at least give it their best shot. Foot Soldiers are required to raise money through pledges or donations in order to participate. We are aiming to have a minimum of 100 participants moving in their home or can join us in person at our main venue. We offer a flexible break schedule, with entertainment segments to enjoy while you break to eat or drink between movement sequences. The schedule will offer a full day of movement classes for 3 levels, the general public, the beginner/intermediate dancer as well as the intermediate/advanced dancers who are looking to work with new choreographers and fitness instructors.

WHY ARE WE DOING THIS?

My sister Emilie Joinette died from Cystic Fibrosis at the age of 22, after two double lung transplants. We are raising funds to help individuals with CF. With movement, they have a chance to defer lung transplant. We can lengthen their life span by helping them find the right trainer/life coach to guide them on their journey.



Andrea, Emilie and Julie.

WHEN & WHERE ARE WE DOING THIS?

Saturday September 28, 2024. Join us from your home or in person at our LIVE location at Walter Baker Centre, 100 Malvern Drive, Barrhaven. The day will begin with an opening ceremony at 8:30 a.m., followed by 8 hours of guided active movement classes, and ending with a closing ceremony at 5:00 p.m. Follow the link that best suits your level for all live classes. You will have access to all three links during the day, so feel free to jump from one level to the next if you wish to find the live classes all day. Please note that all classes will be recorded. We will also have live music to help us break up our day.



HOW TO BECOME A FOOT SOLDIER

To register, select the **"Become a Foot Soldier"** button, make the commitment to raise funds and take on the challenge, sign up and click SUBMIT. It's that easy!

If you want to participate with some friends or family, you may register as a **Foot Soldier Team**. When registering at **stepupforhope.com**, include your team name along with your name. Be sure to let people know your team name when asking for pledges.

Each Foot Soldier or Team is responsible for raising money through pledges. Your pledgers will be able to donate online on our **PLEDGE A FOOT SOLDIER** page. If you are collecting cash or cheques, please use the **PLEDGE FORM** from the **INFO/SPONSORSHIP GUIDE**.

THERE IS NO REGISTRATION FEE.

A foot soldier or team who raises a minimum of \$1000.00 will have access to the day's events, receive 1 tshirt (per \$1K raised), a bag of goodies (including a free class from Top Rock Virtual Fitness), coupons for businesses, chances to win draw prizes throughout the day, and some great prize packs (the prize packs will be for the top 5 participants who raise the most funds).

A Foot Soldier or Team who raises less than \$1000.00 will have access to the day's events only.

MAKING AND MANAGING A PLEDGE

Foot Soldiers can collect pledges one of three ways: online, cash or cheque. Online pledges are the easiest for all concerned and result in an immediate tax receipt issued by email, so please encourage your pledgers to use this secure online option. The added benefit is that as a Foot Soldier, you don't have to manage online pledges (other than checking the total contributions to ensure you are hitting your target).

Alternatively, you can collect cash or cheques, and are then responsible for completing a **Pledge Sheet (last page)** that includes the names and mailing information for anyone donating \$20 or more, so that we can issue a charitable donation receipt to those pledgers.

IMPORTANT: Cheques are to be made out to **"Finding Hope Foundation"**.

When you register, you will be sent a password which will allow you to view your online pledges.

FUNDRAISING

Our event is run by volunteers. Guest Instructors are offering our fundraiser a discount from their regular rates, some offering their services for free. Our goal is to have our corporate sponsorship contributions cover all event expenses so that 100% of the money raised by the Foot Soldiers go directly to **CF Canada** and **The Ottawa Hospital's adult cystic fibrosis clinic**.



Sponsorship Levels and Benefits

Level 1

Major Sponsor (1 available) \$2000.00

PRE-EVENT RECOGNITION

- ✓ 10 free entries to the event
- ✓ Individual Social Media Promotion (Facebook, Instagram, Website)
- ✓ Group Social Media Promotion (Facebook, Instagram, Website)
- ✓ Link to your website from our event website
- ✓ Logo on event Flyers
- ✓ Logo on Online Event Banner
- ✓ Press Release

EVENT DAY RECOGNITION

- ✓ Program Inclusion
- ✓ Logo on Event Sponsor Banner
- ✓ Large Size Logo on Back of Event T-Shirt
- ✓ Shout out by All Live Classes
- ✓ Shout out by All Live Entertainers
- ✓ Shout out by All Live Information and Interviews
- ✓ 2 x 10 minute Entertainment Time Slot
- ✓ Corporate Item in Participant Kits (provided by you, the sponsor)

POST EVENT RECOGNITION

- ✓ Post Event Press Release
- ✓ Individual Social Media Thank You
- ✓ Group Social Media Thank You
- ✓ Thank You Email Blast
- ✓ Next Year's Pre-Registration Email (released 6 months prior to event)
- ✓ Logo to remain on website until 3 month prior to next year's event



Sponsorship Levels and Benefits

Level 2

Main Sponsor (2 available) \$1500.00

PRE-EVENT RECOGNITION

- ✓ 6 free entries to the event
- ✓ Individual Social Media Promotion (Facebook, Instagram, Website)
- ✓ Group Social Media Promotion (Facebook, Instagram, Website)
- ✓ Link to your website from our event website
- ✓ Logo on event Flyers
- ✓ Logo on Online Event Banner
- ✓ Press Release

EVENT DAY RECOGNITION

- ✓ Program Inclusion
- ✓ Logo on Event Sponsor Banner
- ✓ Medium Size Logo on Back of Event T-Shirt
- ✓ Shout out by All Live Classes
- ✓ Shout out by All Live Entertainers
- ✓ Shout out by 1 Live Information and Interviews
- ✓ 10 minute Entertainment Time Slot
- ✓ Corporate Item in Participant Kits (provided by you, the sponsor)

POST EVENT RECOGNITION

- ✓ Post Event Press Release
- ✓ Individual Social Media Thank You
- ✓ Group Social Media Thank You
- ✓ Thank You Email Blast
- ✓ Next Year's Pre-Registration Email (released 6 months prior to event)
- ✓ Logo to remain on website until 3 months prior to next year's even



Sponsorship Levels and Benefits

Level 3

Minor Sponsor (5 available) \$1000.00

PRE-EVENT RECOGNITION

- ✓ 4 free entries to the event
- ✓ Individual Social Media Promotion (Facebook, Instagram, Website)
- ✓ Group Social Media Promotion (Facebook, Instagram, Website)
- ✓ Link to your website from our event website
- ✓ Logo on event Flyers
- ✓ Logo on Online Event Banner

EVENT DAY RECOGNITION

- ✓ Program Inclusion
- ✓ Logo on Event Sponsor Banner
- ✓ Small Size Logo on Back of Event T-Shirt
- ✓ Shout out by All Live Classes
- ✓ Shout out by 1 Live Entertainers
- ✓ Shout out by 1 Live Information and Interviews
- ✓ 10 minute Entertainment Time Slot
- ✓ Corporate Item in Participant Kits (provided by you, the sponsor)

POST EVENT RECOGNITION

- ✓ Post Event Press Release
- ✓ Individual Social Media Thank You
- ✓ Group Social Media Thank You
- ✓ Thank You Email Blast
- ✓ Next Year's Pre-Registration Email (released 6 months prior to event)



Sponsorship Levels and Benefits

Level 4

Basic Sponsor (15 available) \$500.00

PRE-EVENT RECOGNITION

- ✓ 2 free entries to the event
- ✓ Group Social Media Promotion (Facebook, Instagram, Website)
- ✓ Logo on event Flyers

EVENT DAY RECOGNITION

- ✓ Program Inclusion
- ✓ Logo on Event Sponsor Banner
- ✓ Small Size Logo on Back of Event T-Shirt
- ✓ Shout out by 1 Live Classes
- ✓ Shout out by 1 Live Entertainers
- ✓ 10 minute Entertainment Time Slot

POST EVENT RECOGNITION

- ✓ Group Social Media Thank You
- ✓ Thank You Email Blast
- ✓ Next Year's Pre-Registration Email (released 6 months prior to event)



Sponsorship Levels and Benefits

Level 5

Shout Out Sponsor (25 available) \$250.00

PRE-EVENT RECOGNITION

- ✓ 1 free entries to the event
- ✓ Group Social Media Promotion (Facebook, Instagram, Website)
- ✓ Logo on event Flyers

EVENT DAY RECOGNITION

- ✓ Program Inclusion
- ✓ Logo on Event Sponsor Banner
- ✓ Small Size Logo on Back of Event T-Shirt
- ✓ Shout out by 1 Live Classes

POST EVENT RECOGNITION

- ✓ Individual Group Social Media Thank You
- ✓ Group Social Media Thank You
- ✓ Thank You Email Blast
- ✓ Next Year's Pre-Registration Email (released 6 months prior to event)

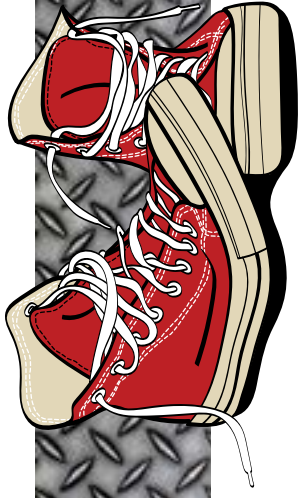
To become a sponsor or for more information, please contact:

Julie Joinette

613-282-3669

julie@stepupforhope.com

STEP UP FOR HOPE



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IMPORTANT:

- All cheques are to be made payable to: "Finding Hope Foundation"
- For your sponsor to receive a charity tax receipt, we require all fields of information below to be completed in full.
- Tax receipts will be issued for donations of \$20 or more.


PLEDGE SHEET

Saturday, September 28, 2024

Sponsor/Company Name	Address	City	Postal Code	Phone Number	Cash amount	Cheque amount
Name of Foot Soldier:					Cash and cheque totals:	



TO BE COMPLETED BY
 STEP UP FOR HOPE

<p>Online pledges:</p>	
<p>Total pledge:</p>	