



SPONSORSHIP OPPORTUNITIES



2026



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ABOUT US

**BRINGING HOPE, HEALING,
AND AN END TO
WORKPLACE TRAGEDIES.**

Threads of Life is a Canadian charity committed to supporting people affected by workplace injury, illness or death – and preventing future tragedies from occurring.



OUR IMPACT

We help people affected by workplace tragedy to build resilience, form supportive connections, and find a way forward. You can help us take action.



439

439 people affected by tragedy gained hope and healing by attending a Family Forum or online workshop last year.



350+

Our work is powered by more than 350 dedicated volunteers.



10,000

More than 10,000 people hear our speaker stories each year.

OUR VISION

Threads of Life will lead and inspire a culture shift as a result of which work-related injuries, illnesses and deaths are morally, socially and economically unacceptable.

OUR MISSION

Our mission is to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths.

OUR VALUES



01 Caring

04 Respect

02 Listening

05 Health

03 Sharing

06 Passion

ABOUT THE EVENT

Steps for Life - Walking for Families of Workplace Tragedy is Threads of Life's main fundraiser. Since 2005, Steps for Life has raised \$9.4 million for support programs and services for families affected by a workplace tragedy, as well as increased health and safety awareness in each community it touches. The funds raised provide much-needed services for individuals and families affected by a workplace injury, disease, or fatality. In 2025, Canada saw 30 communities unite in parks and virtual events, collecting close to \$1,200,000 in the Steps for Life effort.

When

Over the month of May

Steps for Life events kickoff the first weekend of May annually, and are hosted in communities throughout the month.

Where

Across Canada

Steps for Life walk events are held in communities from east to west - in parks, at home and even virtually with the National Online event.

2025 Results and Highlights



Funds raised this year:
\$1,156,044.11



Number of walkers registered:
5,800



Number of steps taken:
40,600,000



Steps for Life Impact:

Janesse's cousin Christopher died while working in road construction when he was struck by an asphalt roller. Janesse says: "Steps for Life gives families and communities the opportunity to honour our loved ones and raise awareness around the importance of health and safety. My goal now is to help others with their struggles and let them know that we are not alone, and someone is always here to help. By working together, we can end workplace tragedies and save lives that should never have been lost or altered in the first place."



Individuals and family members currently supported by Threads of Life: **4000**



New members in 2024: **280**



Attendees at Family Forums in 2024: **274**



Webinar participants in 2024: **233**



Presentations to young workers: **22**

Where does the money go?

The funds raised through Steps for Life help pay for the programs Threads of Life offers for people affected by work-related tragedy: in-person gatherings, online webinars, volunteer training, outreach and prevention efforts. Because of your contributions, more people will find healthy ways to cope with the effects of a life-altering injury, illness or workplace death, and more workplaces will take steps to prevent future tragedies.

Accountable to you:

Threads of Life is accredited through the Imagine Canada Standards program. Accredited charities and nonprofits have completed a rigorous independent peer review of their operating and governance practices. We post our [annual reports and financial statements](#) publicly on our website.



EVENT HIGHLIGHTS

SPONSOR PACKAGES

We need strong corporate leaders to inspire a culture shift. Work-related deaths, injuries, and illnesses must be unacceptable. They are morally, socially, and economically wrong. Corporate sponsors can partner with us at the national or community levels in many ways.



“There are no words to explain how much Steps for Life means to us (at EllisDon) and what it stands for. It's an honour to be a part of this. See you next year!

- Claudia Wisotzky
Health & Safety Coordinator, EllisDon

ALL-LOCATIONS CANADA WIDE



Gold - \$25K



Silver - \$20K



Bronze - \$15K

PER COMMUNITY SPONSORSHIP



Champion - \$2K+



Leader - \$1500 - \$1999



Supporter - \$750-\$1499



Advocate - \$500 - \$749

Which **sponsorship benefits** work for you?

GOLD SPONSOR

\$25K

GOLD PACKAGE

A gold sponsor is considered a national multi-walk partnership and your commitment will be recognized at all walk events across Canada.

-  Corporate logo displayed on promotional materials
-  Corporate logo displayed on all participant t-shirts^
-  Corporate logo displayed on event website and community pages
-  Corporate logo displayed on on-site signage*
-  Corporate logo on national family spokesperson video^
-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
-  Custom national team page on the Steps for Life website
-  Media release announcing sponsorship commitment
-  Sponsor recognition blog on the Threads of Life website
-  Recognition on Threads of Life social media^
-  Steps for Life supporter badge to display on your website and social media accounts
-  Opportunity to exhibit corporate information and/or provide corporate swag at the event*
-  Deliver greetings at 5 Steps for Life event sites
-  Opportunity to have a member of the Speakers Bureau speak at 2 corporate functions

*Commitment is available for communities hosting an in-person Community Park event only



SILVER SPONSOR



\$20K

SILVER PACKAGE

A silver sponsor is considered a national multi-walk partnership and your commitment will be recognized at all walk events across Canada.

-  Corporate logo displayed on promotional materials
 -  Corporate logo displayed on all participant t-shirts^
 -  Corporate logo displayed on event website and community pages
 -  Corporate logo displayed on on-site signage*
 -  Corporate logo on national family spokesperson video^
 -  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
 -  Custom national team page on the Steps for Life website
 -  Media release announcing sponsorship commitment
 -  Sponsor recognition blog on the Threads of Life website
 -  Recognition on Threads of Life social media^
 -  Steps for Life supporter badge to display on your website and social media accounts
 -  Opportunity to exhibit corporate information and/or provide corporate swag at the event*
 -  Deliver greetings at 3 Steps for Life event sites
 -  Opportunity to have a member of the Speakers Bureau speak at 1 corporate functions
- 

*Commitment is available for communities hosting an in-person Community Park event only



BRONZE SPONSOR

\$15K

BRONZE PACKAGE

A bronze sponsor is considered a national multi-walk partnership and your commitment will be recognized at all walk events across Canada.

-  Corporate logo displayed on promotional materials
-  Corporate logo displayed on all participant t-shirts^
-  Corporate logo displayed on event website and community pages
-  Corporate logo displayed on on-site signage*
-  Corporate logo on national family spokesperson video^
-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
-  Custom national team page on the Steps for Life website
-  Media release announcing sponsorship commitment
-  Sponsor recognition blog on the Threads of Life website
-  Recognition on Threads of Life social media^
-  Steps for Life supporter badge to display on your website and social media accounts
-  Opportunity to exhibit corporate information and/or provide corporate swag at the event*
-  Deliver greetings at 2 Steps for Life event sites



*Commitment is available for communities hosting an in-person Community Park event only

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^For your logo to be included on the official t-shirts and other promotions, sponsorship must be finalized by March 6, 2026.

CHAMPION SPONSOR



\$2K

CHAMPION PACKAGE

A champion sponsor is considered a community partnership and your commitment will be recognized at 1+ walk event of your choosing. (Note: multiple communities can be sponsored for \$2000 per location)

-  Opportunity to place a banner in a designated area*
-  Corporate logo displayed on national family spokesperson video^
-  Corporate logo displayed on community t-shirts^
-  Opportunity to provide corporate swag and/or handouts at the event.*
-  Sponsor thank you blog and post on Threads of Life's social media^
-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
-  Recognition on www.stepsforlife.ca community page~
-  Steps for Life supporter badge to display on your web site and social media
-  Logo included in on-site signage*
-  Verbal recognition during the event's opening ceremony

*Commitment is available for communities hosting an in-person Community Park event only

^For your logo to be included on the official t-shirts and other promotions, sponsorship must be finalized by March 6, 2026.

~Only Champion and Leader level logos will include a hyperlink to sponsor's website.



LEADER SPONSOR

**\$1500-
\$1999**

LEADER PACKAGE

A leader sponsor is considered a community partnership and your commitment will be recognized by at 1+ walk event of your choosing. (Note: multiple communities can be sponsored for \$1500-1999 per location)

-  Corporate logo displayed on community t-shirts^
-  Opportunity to provide corporate swag and/or handouts at the event.*
-  Sponsor thank you blog and post on Threads of Life's social media^
-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
-  Recognition on www.stepsforlife.ca community page~
-  Steps for Life supporter badge to display on your web site and social media
-  Logo included in on-site signage*
-  Verbal recognition during the event's opening ceremony

*Commitment is available for communities hosting an in-person Community Park event only

^For your logo to be included on the official t-shirts and other promotions, sponsorship must be finalized by March 6, 2026.

~Only Champion and Leader level logos will include a hyperlink to sponsor's website.

**\$750-
\$1499**

SUPPORTER PACKAGE

A supporter sponsor is considered a community partnership and your commitment will be recognized at 1 walk event of your choosing.

-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada
-  Recognition on www.stepsforlife.ca community page~
-  Steps for Life supporter badge to display on your web site and social media
-  Logo included in on-site signage*
-  Verbal recognition during the event's opening ceremony

**\$500-
\$749**

ADVOCATE PACKAGE

An advocate sponsor is considered a community partnership and your commitment will be recognized at 1 walk event of your choosing.

-  Recognition on www.stepsforlife.ca community page~
-  Steps for Life supporter badge to display on your web site and social media
-  Logo included in on-site signage*
-  Verbal recognition during the event's opening ceremony

*Commitment is available for communities hosting an in-person Community Park event only

~Only Champion and Leader level logos will include a hyperlink to sponsor's website.

MEDIA SPONSOR

\$2K+

MEDIA PACKAGE

A media sponsor is considered a community partnership and your commitment will be recognized at 1 walk event of your choosing.

Community media sponsors are a critical part of Steps for Life in each community. They help to spread the word, attracting more walkers and funds, and increase the public's understanding of health and safety. Community media sponsors provide the value of \$2,000 or more in advertising, within the two months leading up to the walk (March 1 - May 1).*

-  Opportunity to place media's vehicle on-site and distribute product or gifts to participants⌘
-  Opportunity to place a banner in a designated area and exhibit corporate information at the event⌘
-  Company's logo on community t-shirts^
-  Logo on www.stepsforlife.ca community page with a hyperlink to sponsor's website
-  Steps for Life supporter badge to display on your website and social media accounts
-  Recognized as a community level sponsor at the opening ceremony and logo included in on-site signage
-  Sponsor thank you posted on Threads of Life's social media
-  Company recognized in a special Threads of Life newsletter edition distributed to subscribers, corporate & government partners across Canada

⌘Commitment is available for communities hosting an in-person community park event only.

^For your logo to be included on the official t-shirts, sponsorship must be finalized by March 6, 2026.



MEET OUR STEPS FOR LIFE TEAM

Heather Lyle

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Aubrey Bird

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WHAT'S NEXT?

Steps to Become a Sponsor:

- Choose your level of support.
- Complete the [online commitment form](#).
- An invoice will be sent for payment.

Please Note: Sponsorships offering logos printed on the official T-shirts must be finalized by March 6, 2026.

Engage your employees in Steps for Life.

In addition to sponsoring, Steps for Life offers the chance for your employees to participate by walking and/or volunteering. Connect with us for more information on ways to engage your employees.



For further information on Threads of Life partnerships, please contact:

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**THANK
YOU!**



General Info

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FOR TAKING THE STEPS WITH US THIS YEAR