

A national peer-to-peer fundraising event, June 18-25, 2023.

Event Overview

Have you been afraid to do something or needed the motivation to try something you've been dreaming of? Now's your chance! Choose your goal, join The Sunshine Foundation of Canada's *Breaking Barriers* event, and gather the support of your network to fuel your next achievement!

Side effects: After completing *Breaking Barriers*, you may experience an increase in confidence, resilience, a willingness to try new things, and a positive outlook that continues to fuel your future – just what the young people we serve often feel too!

Why *Breaking Barriers*? Without Sunshine, many young people see themselves as having a disability first and being a societal contributor second. Sunshine shifts that paradigm and helps them gain confidence and see themselves differently as someone who *can* vs. someone who *can't*. Join Sunshine's mission to break barriers and change lives. Achieving your personal goal will support more Sunshine Dreams and can motivate the young people we serve to achieve their goals too!

Are We a Match?

As we create partnerships for our inaugural Breaking Barriers event, we are driven to align with organizations that have a long-term, dedicated commitment to diversity, equity, and inclusion. Sunshine is a Canadian leader and trailblazer for disability inclusion; reducing inequalities, creating possibilities and changing lives, for youth living with severe physical disabilities.

Karissa's Dream Breaks Barriers

Karissa's all-terrain wheelchair has taken down a barrier that was there before. "She struggles with some mental health and having this just kind of sparks some excitement and joy for her. It takes away some of these feelings of inadequacy and apprehension about keeping up and getting to where she needs to go. It's got her more excited about trying new things."
– Karissa's mom, Asia.



Sponsorship Levels

Title Sponsor (\$25,000 / 1 spot available) *This is an exclusive sponsorship opportunity*

- Brand name included in the wordmark of the event name
- Opportunity to speak in a virtual opening ceremony
- Customized thank you video from our Sunshine Dreamer community to be shared on social media and with your employees, vendors, customers, etc.
- Company logo is included on all event materials
- Company bio and hyperlink on the footer of the Breaking Barriers homepage
- Your company's Breaking Barriers event social media posts shared in Sunshine's social channels
- + all benefits included in *Gold package*
- 10 free registrations

Gold (\$10,000+)

- Your company name and logo used on Breaking Barriers website, Sunshine's website and featured in Sunshine's seven marketing emails distributed to 7,500+ recipients
- Dedicated pre-event teaser on Sunshine's social media platforms (9,000+ total followers)
- *Proud Supporter* marketing materials for you to share with your employee and stakeholders (Sunshine Dream story for email distribution, customized social media package and post-event impact report)
- Opportunity for cheque presentation
- + all benefits included in *Silver package*
- 8 free registrations

Silver (\$5000+)

- Recognition in participant communication
- Recognition in Sunshine's quarterly e-newsletter distributed to 7,500+ recipients
- Brand recognition within Breaking Barriers press release(s)
- + all benefits included in *Bronze package*
- 4 free registrations

Bronze (\$2500+)

- Your company name and logo used on Breaking Barriers website
- Post-event thank you email to all attendees highlighting our sponsor partners
- Post-event thank you post on social media showcasing all our sponsors
- Your company name on Sunshine's Supporter webpage
- Your company name on Sunshine's Annual Community report
- 2 free registrations

Don't see what you're looking for? Let's talk customization.

For information and questions, please reach out to
Amanda Cooper | Manager, Events
Amanda.cooper@sunshine.ca