



2023 Campaign Launch

Go Over The Edge to support our local communities

SPONSORSHIP OPPORTUNITIES



**United Way
Centraide**

Stormont, Dundas
& Glengarry



We're taking building community to new heights!

The United Way Centraide SDG is launching its 2023 Campaign with a brand new local fundraiser that gives our donors a unique and thrilling experience — to rappel off of one of the city's tallest buildings, the St. Lawrence Seaway Management Corporation building on Pitt & Second.

Does this sound crazy? We hope so! It's our aim to bring some fun and excitement to our annual Campaign launch, and this was the perfect event to bring attention to the work of the United Way Centraide SDG while also offering our communities an exciting fundraising challenge to support programs tackling poverty in our region.

To make this happen (and to ensure the safety of our participants), we have partnered with Over The Edge, an adventure experience company, that has run over 1200 events across the globe for nonprofits just like this one. Safety is their number one priority. They ensure that the event follows the most stringent safety protocols while also providing training and support to all participants. This means that no experience is required to participate.



BUILDING PARTNER



The St. Lawrence
Seaway Management
Corporation

Corporation de Gestion
de la Voie Maritime
du Saint-Laurent

Why sponsor?

This is the very first time this event is coming to Cornwall. It's exciting, fun and it challenges our communities to raise money among their networks to participate. Your company name will be part of a new adventurous beginning for our Campaign that will continue to grow in the coming years.

Other benefits include:

Exposure: Your name will be featured in promotion and advertising across Cornwall and SDG. You can also choose to rappel in a shirt (or costume) that promotes your company as you make your way down the building, taking outdoor advertising to a new extreme!

Large Audience: This fundraiser will target individuals and families who enjoy unique and challenging experiences while also caring deeply about the social issues impacting their local community.

Team building: What better way to bring a team together than to fundraise to challenge a boss or members of your team to overcome their own fears and rappel together? This a fun way to bring the team together to support their local communities.

Corporate Social Responsibility: CSR is becoming increasingly important for businesses to not only enhance brand reputation but also to attract and retain employees and customers. According to a Forbes poll, 79% of people looking for jobs had a preference for socially responsible companies. Many industries are reporting up to a 57% reduction in turnover amongst employees who engage in CSR initiatives. We believe the United Way Centraide SDG is a great community partner for your Corporate Social Responsibility marketing strategy as a local nonprofit that supports multiple programs that tackle youth development, senior support, education, poverty, homelessness, hunger, and mental health right here in Stormont, Dundas, Glengarry, Cornwall and Akwesasne.

Event Details

Date: Saturday, September, 2023

Time: 8 a.m. - 4 p.m.

Location: St. Lawrence Seaway Management Corporation (202 Pitt St)

How does it work?

We're asking everyone who is interested to fundraise \$1000 to participate and secure their time to rappel between now and September 23.

100% Local

All money raised stays in Stormont, Dundas, Glengarry and Akwesasne.



Where the money raised goes

Our mission is to improve lives and build community

Our vision is to respond to our communities' needs through progressive, evolving and informative actions

100%

money raised stays local in SDGCA

65%

money raised impacts lives in Cornwall

35%

money raised impacts lives in rural areas

12,000+

people impacted by UWC SDG led & funded programs

121

people who were homeless or housing insecure were supported

19

programs were funded in 2022/23 with money raised.

United Way
Centraide SDG
Programs

Last Resort Fund

Administered by:
Agape
House of Lazarus

Utilities Support

Low-income Energy Assistance Program (LEAP)
Ontario Electricity Support Program (OESP)

Community
Investment
Fund Agencies

- BGC Cornwall/SDG
- Canadian Mental Health Association
- Centre Charles-Émile-Claude
- Community Navigation of Eastern Ontario (211 East)
- Diversity Cornwall
- Équipe psycho-sociale
- House of Lazarus
- Inspire – Community Support Services
- March of Dimes
- Meals on Wheels
- Sexual Assault & Support Services (SASS)
- Tri-County Literacy Council
- Vista Centre Brain Injury Services

Sponsorship Opportunities

Benefits

Rope Sponsor

\$5000

2 available

Belay Sponsor

\$2000

10 available

Complimentary Rappel

2

1

Logo on event t-shirt

✓

✓

Logo on event print collateral – posters, signage, flyers

✓

✓

Logo on event webpage & fundraising platform

✓

✓

Logo on all print advertising

✓

✓

Dedicated post on Facebook and Instagram before and after the event

✓

✓

Logo in 2023-24 Annual Report

✓

✓

Logo in all marketing emails

✓

✓

1 of 2 ropes that participants rappel down named after your company

✓

Mention in radio advertising (Boom 101.9 and 104.5 Fresh Radio)

✓

GoPro on your company's rappellers helmets as they rappel

✓

Professional photos of your company's rappellers in action

✓