

The Celebration of  
a Lifetime



thegrandparade.org  
#tgp21



# Sponsorship Package

The **Grand Parade** (TGP) is a super-fun, family-friendly fundraising walk that celebrates and supports aging Canadians and their families across Canada.

This year teams have the flexibility to walk any distance they want, anywhere they want, anytime between **September 1<sup>st</sup> and September 18<sup>th</sup>**.



**ONE CARE Home & Community Support Services**  
PO Box 222 317 Huron Street  
Clinton, ON N0M 1L0  
**Phone** 1-877-502-8277  
**Web** [www.onecaresupport.ca](http://www.onecaresupport.ca)

- FUN FACT -

Participants in  
our events are

**70%**  
**more likely**

to support  
a sponsor!



## About Us

**ONE CARE Home & Community Support Services** helps seniors and individuals with health challenges receive the care they need to stay safely in their homes. We support people living in Huron and Perth Counties with services like home care, transportation, meals on wheels, adult day programs, exercise and wellness.

Since the beginning of the pandemic we have seen an increase in needs for seniors seeking support across Huron & Perth, and we are proud to be an essential care provider they can rely on. It has been an extraordinary and challenging time for everyone, and a time when the work we are doing is imperative to the wellbeing of our community.

***It has been a difficult time for many of the seniors that we support. This fundraiser will help to support people in our local communities who use ONE CARE services. Specifically, we are raising money for our client subsidy program and our accessible vehicle replacement program.***

## Become a Sponsor!

The Grand Parade is an opportunity for people to get out with their friends and loved ones to walk, cheer, and raise money for **ONE CARE Home & Community Support Services**.

### Lead Sponsor - \$2000

- Opportunity to add video clip to virtual opening ceremonies video
- Recognition on social media, media ads, and virtual opening ceremonies
- Clickable logo on main website in addition to each team and participant page (seen by all participants and donors – 4X the reach of a physical route sign!)
- Option to add a “Proud Sponsor of TGP” badge to company emails, website, and social media

### Rest Stop Sponsor - \$1000

- Recognition on website and social media with company logo and business name
- Recognition on several slides of our virtual opening ceremonies video
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Option to add a “Proud Sponsor of TGP” badge to company emails, website, and social media

### Event/Distance Sponsor - \$500

- Recognition on website and social media with business name only
- Recognition on one slide of our virtual opening ceremonies video, along with other event/distance sponsors
- Clickable logo on team and participant pages (seen by all participants and donors – 4X the reach of a physical route sign!)
- Option to add a “Proud Sponsor of TGP” badge to company emails, website, and social media

Don't see what you're looking for? **Talk to us!** We can work with you to create your own customized sponsorship opportunity.



To sponsor ONE CARE for The Grand Parade, please contact:  
Lindsey Martchenko, Fundraising Specialist  
Phone: 519.247.4759  
Email: fundraising@onecaresupport.ca

## Next Steps

### 1. Confirm Your Sponsorship Level

Please call or email your TGP sponsorship representative to discuss your sponsorship type and financial level (see contact area above for more info).

### 2. Email Logo

Please email your TGP sponsorship rep a high-quality copy of your corporate logo. Your logo will appear on the ONE CARE Grand Parade page, usually within a day or so: <https://thegrandparade.org/location/stratford>

### 3. Make a Payment

Once you have confirmed your sponsorship type and amount with your rep, you will receive an invoice directly from Blue Sea Foundation (the charity who operates TGP). From there, you can quickly and securely pay your invoice online via **Credit Card**.

*Note: We also accept cheques (allow 1-4 weeks for processing). Please make payable to "The Grand Parade", and mail directly to Blue Sea Foundation, 260-659 King St. East, Kitchener, ON, Canada, N2G 2M4.*



**blueseas**  
FOUNDATION

Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like **The Grand Parade**, the **Coldest Night of the Year**, and the **Ride for Refuge**.

THE  
**Grand**  
PARADE

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[info@thegrandparade.org](mailto:info@thegrandparade.org)  
[thegrandparade.org](http://thegrandparade.org)