

Break The Silence On Mental Health **walk so kids can talk.**

Sunday, May 1, 2011

1 800 668 6868
KidsHelpPhone.ca

Kids Help Phone

walkforkidshelpphone.ca

Walk for Kids Help Phone Overview

Date: Sunday, May 1, 2011 (Held annually on the first Sunday in May)

Format:

- This is a national event with over 40 locations
- Our walk route is 5KM and the event is non-competitive
- There are no registration fees; but funds are raised by walkers through pledges and sponsorships
- FUN! Each walk offers a free lunch and activities for corporate teams and families
- We encourage corporate teams to come in branded shirts and make a day of it

Event Demographic: primarily educated, working females between the ages of 35 – 42 with children and disposable income.

Sponsor Demographic: Our sponsors are national, regional and local corporations wanting to use the Kids Help Phone brand as a marketing platform; make a social investment in children, youth, families and communities; and achieve public recognition

Service Reach: Kids Help Phone counsellors help close to 5000 kids a week. That means that every 2 minutes, a kid silenced by shame, fear, or a reluctance to burden family or a trusted adult, reaches out to Kids Help Phone

- Calls come from over 3,000 communities across Canada
- In 2009, Kids Help Phone helped children and youth from Ontario about 1.3 million times across all counselling platforms
- We have a network of over 50 chapters and about 10,000 volunteers
- Hundreds of thousands of people from across the country participate in our national events

Global Recognition: Kids Help Phone is an active and important member of Child Helpline International

Management: Walks throughout Canada are organized locally by volunteer committees, supported by Kids Help Phone regional staff.

Success to date: Last year, the Walk for Kids Help Phone raised \$2.5 million dollars and attracted 20,000 participants in more than 50 cities across Canada. This event has raised \$20 million dollars over nine years. This is the event's 10th anniversary.

New in 2011:

- The Walk for Kids Help Phone will have its own iPhone App!

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The Walk for Kids Help Phone in Hamilton

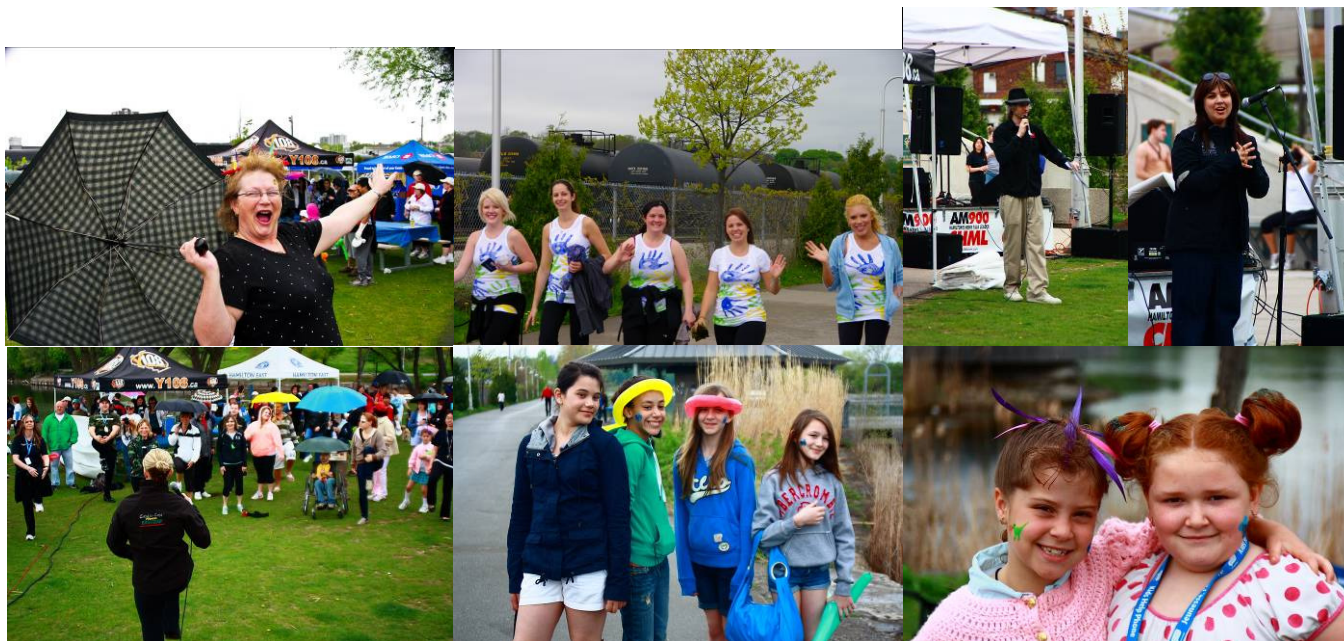
Since 2002, Kids Help Phone's Hamilton Chapter has held a very successful Walk for Kids Help Phone. In nine years, this event has raised more than \$331,000 for kids in need.

Last year's Hamilton Walk for Kids Help Phone:

- Raised \$22,500
- Saw almost 200 walkers and their families take to Hamilton's waterfront trail for our cause
- 21 teams joined us from all sorts of local organizations including:
 - Local schools
 - Horizon Utilities
 - Bell Canada
 - RBC Royal Bank of Canada
 - GoodLife Fitness
 - Mohawk College
 - McMaster University
 - Empire Theatres

This year, we predict the Hamilton Walk for Kids Help Phone will be even better. Here's why:

- It's our 10th anniversary
- We're excited about our new location: the F.H. Sherman Recreation and Learning Centre Park
- Our volunteer planning committee is the strongest it has been in years
- We're planning more fun and entertainment for both adults and kids



Clockwise from top left: A participant makes the best of the rain, a team of walkers approaches the finish line, our Emcee Jason Bellamy from 900CHML, MPP Sophia Aggelonitis stops by, our walkers get warmed up, students get ready to do their 5K, two of our younger participants

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Local Media Sponsor Commitment

Our fundraising goal for the 2011 Hamilton Walk for Kids Help Phone is \$25,000. We would like to invite you to join us and our emcee Jason Bellamy in helping “Break the Silence on Mental Health” by inspiring the community to “Walk so Kids can Talk”. Y108 Rocks and 900 CHML will be recognized as Walk for Kids Help Phone Local Media Sponsors by committing to the following:

In-kind Support

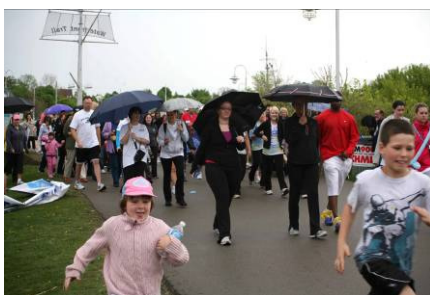
To ensure we maximize proceeds being directed towards our service, Kids Help Phone does not purchase media or marketing space. We rely on the generosity of media partners like Corus Entertainment in order to spread awareness and inspire the community to participate in the Walk for Kids Help Phone. To help us promote the Hamilton Walk for Kids Help Phone we're asking for:

- PSAs (script will be provided)
- On-air interview with a Kids Help Phone counsellor, local spokesperson and/or Hamilton Chapter member
- Promotion of the Hamilton Walk for Kids Help Phone on your website
- On-Site Street Team appearance with use of PA system and music

Employee Engagement

To help set an example in the community, we ask that Y108 Rocks and 900 CHML put forth their best efforts to promote the Walk for Kids Help Phone to external as well as internal audiences. This means encouraging employee participation.

Other companies have found the Walk for Kids Help Phone to be a great opportunity to increase employee morale and boost team spirit. It's as simple as establishing your walk team, registering the team at www.walkforkidshelpphone.ca and then raising pledges. We're happy to support you in these efforts.



From left to right: Walkers take off, core members of our 2010 organizing committee celebrate, local band Breathe entertains event participants

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Local Media Sponsor Benefits and Entitlements

Becoming a local media sponsor of the Hamilton Walk for Kids Help Phone means that you can work with Kids Help Phone staff or volunteers to increase your visibility in the community. Together, we can work to ensure you have a strong presence at this event. Y108 Rocks and 900 CHML will be recognized as Walk for Kids Help Phone Local Media Sponsors through:

Marketing Recognition

- Your company name and/or logo will be displayed on the Hamilton webpage of the Walk for Kids Help Phone (www.walkforkidshelpphone.ca/hamilton) where all local walkers will go to get event details
- Mention of Y108 Rocks and 900CHML by Kids Help Phone representatives in local media interviews
- Opportunity to talk about Corus Entertainment's generosity in any of your Walk for Kids Help Phone promotional activities: PSAs, online event calendar, on-air interviews and event day coverage
- Opportunity to call yourself 'a proud media sponsor of the event'
- Opportunity to use the Walk for Kids Help Phone logo for internal/external initiatives

Onsite Recognition

- Exclusivity: You will be the only local radio sponsor to support this event.
- Product Sampling: Opportunity to distribute promotional goods. You must provide staff or volunteers to execute product/coupon distribution and products must be approved by Kids Help Phone prior to the event.
- Event Day Announcements: Inclusion in verbal announcements which will be made by the event Emcee (Jason Bellamy)
- Opportunity to display corporate signage at the site: Event organizers would be pleased to put aside some space for your corporate banner or a 10x10 event tent

