

BECOME A SPONSOR OF

# STEPS FOR HEALING

5K REMEMBRANCE RUN @ ZOO MIAMI

BENEFITING



Children's  
Bereavement  
Center

**SATURDAY,  
NOV. 16, 2019**

Race Begins: 8 AM at Zoo Miami



**STEPSFORHEALING.ORG**

@MIAMICBC



# Children's Bereavement Center

Free Grief Support Groups for Children, Teens & Adults

## DIRECTORS

Chira Cassel, MAPP  
Daniel Sheridan, PhD

## SENIOR ADVISOR

Mindy Cassel, PhD

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Dear Supporter,

With the help of our friends and supporters over the past 20+ years, the Children's Bereavement Center (CBC) has provided free grief support groups for thousands of people, empowering children, teens, adults, parents and caregivers to build resilience and hope after the loss of a loved one. The CBC is now serving Miami-Dade, Broward and Palm Beach counties at 10 sites.

Join us at Steps for Healing on Saturday, November 16, 2019, at 8 am, for our annual 5K run/walk held at Zoo Miami. The day will be filled with family-friendly festivities including free breakfast, live DJ, face painting, memorial wall, kids' fun run obstacle course and other activities. As we celebrate over two decades of service to the community, please consider sponsoring our event. Our cherished CBC sponsors will be commended and acknowledged at our event, in our marketing materials and through our online platforms.

Steps for Healing welcomes over 1000 local participants. Participants and teams take part in the fun and excitement. Participants create teams, formed by friends, family members and colleagues, and raise funds by asking friends to "Sponsor My Run." For every \$1,000 raised, 1 child can attend an entire year of the CBC's free grief support groups. Participants also enjoy our Kids' Fun Run obstacle course, free all-day admission to Zoo Miami, a timed run/walk, free breakfast and a race t-shirt.

Your generous support is needed to continue the vital work we do year-round. The CBC is South Florida's only non-profit center dedicated to helping grieving children and their families. The need is great - 1 in 5 school-aged children experience a significant loss before they graduate high school; of those children, 1 in 4 will lose a parent.

You can help us change the course of lives after loss and provide support when people need it most. In all our years of service, we've learned that grief is meant to be shared, and we work hard to ensure that people have a place to share their grief - here at the CBC.

We look forward to seeing you at Steps for Healing!

With gratitude,

Chira Cassel, MAPP, C.T.  
Chief Executive Officer

Address: 7600 S Red Road, Suite 307, South Miami, FL 33143

Phone: 888.988.5438

Website: [childbereavement.org](http://childbereavement.org)

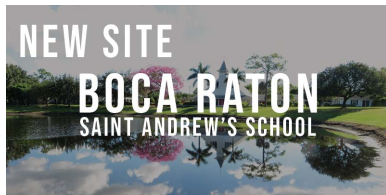
The Children's Bereavement Center (CBC) is a 501(c)(3) non-profit organization (FL Registration #CH10400) and contributions are tax-deductible under IRS regulations. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.



## Support the CBC

Help grieving children and families in our community who have suffered the loss of a loved one by becoming a sponsor of the Children's Bereavement Center's (CBC) Annual 5K Remembrance Run "Steps for Healing." With your support, the CBC continues to offer FREE grief support groups to children, teens, adults and parents, empowering them to build resilience and hope after loss. The CBC is now serving Miami-Dade, Broward and Palm Beach counties at 10 sites.

## Latest Projects



## Our Impact

**1,500+**

Participants  
Served Annually

**10**

Group Sites

**150+**

Volunteers  
Trained Annually

**10,000+**

Professionals  
Trained Annually

**3 Counties**

Miami-Dade | Broward  
Palm Beach

**20+ years**

of Serving South Florida



[www.stepsforhealing.org](http://www.stepsforhealing.org)

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## About Steps for Healing

Join 1,000+ runners and walkers all coming together to memorialize their loved ones who have passed and enjoy a fun day at Zoo Miami to help raise funds to support the Children's Bereavement Center and our FREE grief support groups for children, teens and adults after the loss of a loved one.

Participants create teams with friends, family members and colleagues and ask friends to "Sponsor My Run." **For every \$1,000 raised, 1 child can attend the CBC's free grief support groups for an entire year.** Many teams return each year to honor their loved ones and support grieving families in the community.



*Guests add the names of loved ones to our memorial wall.*

### Event Highlights!

**\$80  
VALUE**

- All-Day Zoo Admission
- Face Painting & Kids' Corner Activities
- Official Run/Walk Timing
- Free Brakfast & Race T-Shirt
- Memorial Wall
- Live DJ
- Kids' Fun Run Obstacle Course

#### Dress Like Your Favorite Animal!



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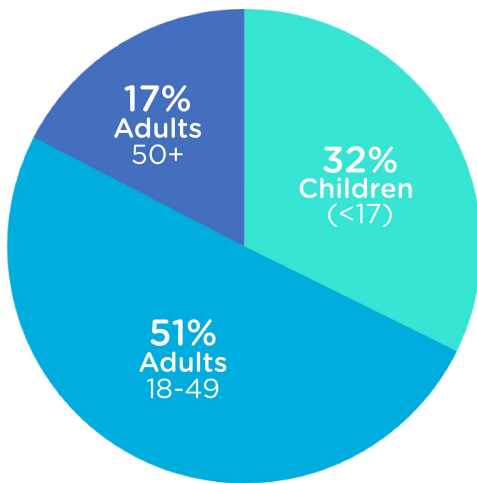
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## Attendee Demographics

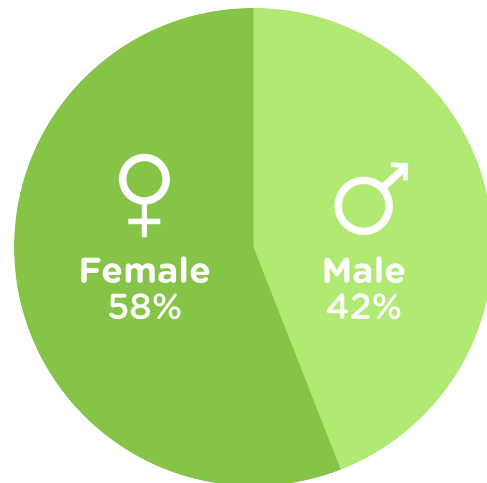
WELCOMING  
**1,000+**  
PARTICIPANTS



### Attendees by Age



### Attendees by Gender



MIAMI • MIAMI BEACH • CORAL GABLES • DORAL • HIALEAH  
HOMESTEAD • FORT LAUDERDALE • BOCA RATON

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## 6 Reasons to Sponsor

- 1. Brand Exposure**  
Unite with 1000+ members of the South Florida community who are purpose-driven and live healthy active lifestyles.
- 2. Online Engagement**  
Reach approximately 20,000 people per month from Miami-Dade, Broward and Palm Beach counties through social media (9,500+ monthly reach), email marketing (8,500+ monthly reach), and our website (1,500+ monthly visitors).
- 3. Corporate Social Responsibility**  
Grief is a national public health issue: 1 in 5 children experience a loss before they graduate high school. Of those children, 1 in 4 will lose a parent.
- 4. Support Your Local Community**  
Proceeds from this event will help 1,500+ children, teens & adults in South Florida attend grief support groups completely FREE.
- 5. Memorialization**  
Run in memory of a colleague, friend or family member who died. Many teams return each year to honor their loved ones and support grieving families in the community.
- 6. Employee Engagement & Incentive**  
Employees connect through exercise to fundraise and form bonds (team shirts highly encouraged). They also enjoy a day at the zoo with their families along with free breakfast and t-shirts.



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## Sponsor Benefits

8am | Saturday, 11.16.19 | Zoo Miami  
12400 SW 152nd St. Miami FL 33177

### Presenting Sponsorship Benefits

**\$10,000**

- Provides sponsorship for 8 children for 1 year at the Children's Bereavement Center
- Opportunity to speak at race start line or awards ceremony
- Presenting sponsorship recognition at event through announcements and on signage
- Recognition in event e-blasts to CBC database (8,500+ subscribers/3 counties)
  - One dedicated e-blast announcing your sponsorship
- Opportunity to exhibit at run (1,000+ participants)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion, at the event and in post event coverage (9,500+ reach per month)
- Company logo printed on t-shirt\* and event promotional materials\*\*
- 50 Tickets for your *team to Steps for Healing*

### Gold Sponsor Benefits

**\$5,000**

- Provides sponsorship for 4 children for 1 year at the Children's Bereavement Center
- Gold sponsorship recognition at event through announcements and on signage
- Recognition in event e-blast to CBC database (8,500+ subscribers/3 counties)
- Opportunity to exhibit at run (1,000+ participants)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion, at the event and in post event coverage (9,500+ reach per month)
- Company logo printed on t-shirt\* and event promotional materials\*\*
- 30 Tickets for your team to *Steps for Healing*

### Silver Sponsorship Benefits

**\$2,500**

- Provides sponsorship for 2 children for 1 year at the Children's Bereavement Center
- Silver sponsorship recognition at event on signage
- Recognition in event e-blast to CBC database (8,500+ subscribers/3 counties)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion and in post event coverage (9,500+ reach per month)
- Company logo printed on t-shirt\* and event promotional materials\*\*
- 15 Tickets for your team to *Steps for Healing*

### Bronze Sponsorship Benefits

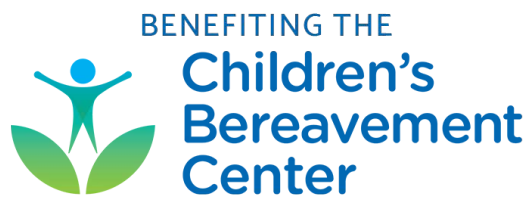
**\$1,500**

- Provides sponsorship for 1 child for 1 year at the Children's Bereavement Center
- Bronze sponsorship recognition at event on signage
- Recognition in event e-blast to CBC database (8,500+ subscribers/3 counties)
- Company logo listed on event website and CBC website
- Social media recognition in event promotion and in post event coverage (9,500+ reach per month)
- 5 tickets for your team to *Steps for Healing*

\*Deadline: Oct. 11, 2019 | \*\*Deadline: Aug. 30, 2019

**Inquire about unique sponsorship opportunities:**  
**Memorial Wall | Kids' Corner | Race Warm Up | Awards Ceremony**

For more information on event sponsorship opportunities please contact our  
Marketing Director, Katelyn Gimbel, at [katelyn@childbereavement.org](mailto:katelyn@childbereavement.org) or call 305-423-6001.



## Sponsor Payment

Steps for Healing 5K Remembrance Run & Kids' Fun Run  
8am | Saturday, 11.16.19 | Zoo Miami  
12400 SW 152nd St. Miami FL 33177

Please reserve the following Sponsorship for my company:

_____	Presenting Sponsor	\$10,000
_____	Gold Sponsor	\$5,000
_____	Silver Sponsor	\$2,500
_____	Bronze Sponsor	\$1,500

Company/Individual Name\_\_\_\_\_

Contact Name\_\_\_\_\_

Address\_\_\_\_\_

City, State & ZIP\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

E-mail\_\_\_\_\_

Signature\_\_\_\_\_ Date\_\_\_\_\_

***Please mail your check with this form to:***

Children's Bereavement Center  
Attn: Elaine Webb  
7600 S Red Road, Suite 307  
South Miami, FL 33143

Or make your credit card payment by phone with our Office Manager, Elaine Webb at 305-668-6282 or email the attached form to [elaine@childbereavement.org](mailto:elaine@childbereavement.org).

A letter acknowledging your donation will be forthcoming. We are delighted you are a sponsor!

**For more information on event sponsorship opportunities, please contact our Marketing Director, Katelyn Gimbel, at [katelyn@childbereavement.org](mailto:katelyn@childbereavement.org) or call 305-423-6001.**

***Thank you for your service to the community by helping grieving children and families!***

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