

# STEPS FOR HEALING

5K Run / Walk

SPONSORSHIP OPPORTUNITIES

benefitting



Children's  
Bereavement  
Center



Saturday, November 23rd, 2024

@ZooMiami

Virtual Race - Nov. 15 - Nov. 24



[STEPSFORHEALING.ORG](https://STEPSFORHEALING.ORG)



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Dear CBC Friend and Supporter,

As Children's Bereavement Center (CBC) celebrates our 25<sup>th</sup> anniversary, we hope you will join us as a sponsor of our annual Steps for Healing 5K on Saturday, November 23, 2024. We are excited to gather together at Zoo Miami as well as through our virtual "Run Where You Are" option for those who want to participate from anywhere they prefer.

Your sponsorship will ensure year-round service to provide CBC weekly grief support groups for children, teens and adults for FREE. For every \$1,680 raised, a child can attend an entire year of CBC's grief support groups at no cost to their families.

The U.S. Surgeon General released an Advisory last year on the Healing Effects of Social Connection and Community referring to the "Epidemic of Loneliness and Isolation." In the State of Florida alone, one in 11 children experience the loss of a parent or sibling before the age of 18. This number more than doubles by the age of 25, which can lead to psychological and physiological health implications, including feeling a lack of support and loneliness. CBC's groups bring people together for connection and community to inspire hope and resiliency after experiencing a loss, while being diverse, inclusive, and welcoming to all so that **no one has to grieve alone.**

Steps for Healing attracts 1,000 participants for in-person and virtual races combined. Our group participants and families who have suffered a loss look forward to this event every year as an opportunity to memorialize their loved ones. Through our event marketing, thousands of people learn about CBC as an accessible, free grief resource. Sponsors will be showcased on our race website, running app, in marketing materials, in promotional email messages, on-site at the event, on race t-shirts and across social media platforms.

For over 25 years, CBC has provided free grief support to thousands of people. We are grateful for your generosity and partnership as together we will ensure that CBC can continue to be here for our community for years to come, providing grief support to all.

With gratitude always,

A handwritten signature in blue ink that reads 'Debra Albo-Steiger'.

Debra Albo-Steiger, LCSW  
Chief Executive Officer

**Address: 6619 S Dixie Hwy, #302, 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.

## CBC Steps up in the Community:



## Your Sponsorship Supports:

- FREE Grief Support Groups for all ages (4+)
- Adult support groups in English, Spanish & Haitian Creole
- Grief resources in English, Spanish and Haitian Creole
- Dedicated Perinatal & Infant Loss and Child Loss Grief Support Groups in English and Spanish
- Community education series with a focus on grief in historically marginalized communities through free online Lunch and Learns
- Grief-informed training and self-care resources for educators, healthcare workers and community professionals
- CBC-in-the-Community to provide grief psycho-education
- Ongoing evaluation and grief support research



## About Steps for Healing

Join 1,000+ runners and walkers to raise funds for Children's Bereavement Center and support grieving families across South Florida.

### **IN-PERSON Steps for Healing 5K Run/Walk**

Saturday, November 23<sup>rd</sup>, 2024 @ Zoo Miami

### **VIRTUAL Steps for Healing 5K Run/Walk**

Friday, November 15<sup>th</sup> - Sunday, November 24<sup>th</sup>, 2024

For our supporters based outside the area or cannot attend in-person, anyone can participate virtually!



**Ask Friends & Family to "Sponsor-My-Run!"** Maximize your sponsorship benefits by inviting friends, family, and colleagues to "Sponsor My Run," and help expand our reach and donations to keep CBC services free of charge. For every \$1,680 raised, a child can attend the CBC for an *entire year*. Many families join together each year at Steps for Healing to support CBC as Champions and memorialize loved ones.

## Registration Includes:

### **IN-PERSON @ Zoo Miami**

- Official run/walk timing
- All-day Zoo Miami admission
- Kids' course with medals
- Free breakfast and snacks
- Race day t-shirt
- Entertainment - DJ and Kids Corner
- Customizable Fundraising Page
- Medals for top finishers

### **VIRTUAL PARTICIPATION**

- RaceJoy app tracking time and results
- Customizable Digital Race Bib
- Race day t-shirt (pick up/mailed after race)
- Customizable Fundraising Page
- Suggested CBC Memorial Activities to make your walk/run more meaningful

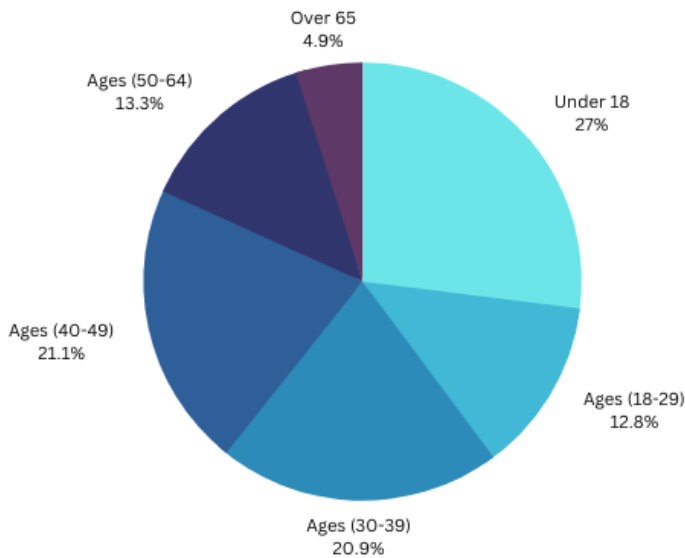


# Attendee Demographics:

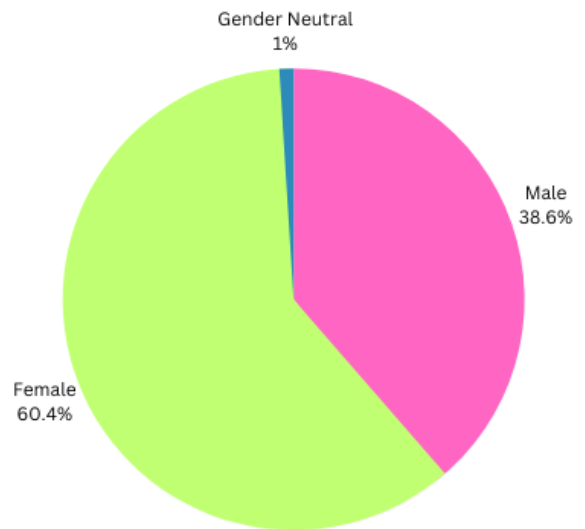
WELCOMING  
**1,000+**  
PARTICIPANTS



**Participants by Age**



**Participants by Gender**



Living in



Miami - Miami Beach - Hollywood - Homestead - Hialeah - Coral Gables - Fort Lauderdale - Pinecrest - Bay Harbor Islands - Boca Raton - Miramar - Cutler Bay - Doral - Miami Shores - Florida City - and out of state

Data above based on 2022 participants.

## 6 Reasons to Sponsor:

- 1. Support Grieving Children and Families**

Proceeds from this event will help over 1,000 grieving children, teens and adults in peer grief support groups plus thousands more with referrals and resources completely FREE.
- 2. Grief-Informed Presentations and Training**

CBC's Programming team provides grief-informed training to partners in education, nonprofit organizations, businesses and more. The four-part series teaches their staff how to support the clients they serve after a loss. Further, our community outreach reaches over 10,000 people each year with information on grief and loss through community events, engagement and presentations.
- 3. Recognition and Online Engagement**

Reach approximately 20,000 people online per month through CBC's e-newsletter and across social media platforms recognizing sponsors. Also engage with around 1,000 participants in Steps for Healing 5K who live in South Florida and other regions who are purpose-driven and live healthy, active lifestyles.
- 4. Community and Social Responsibility**

Grief is a public health issue: In the State of Florida, one in 11 children experience the loss of a parent or sibling before the age of 18. Whether it is a corporate CSR initiative or to support those in your community who are grieving, sponsorships help CBC provide free educational resources and events on grief-related topics available to all.
- 5. Memorialization**

Run or walk in memory of a colleague, friend, or family member who died. Many teams join each year to grieve together while they honor the memory of their loved ones and support grieving families in the community.
- 6. Employee Engagement & Connection**

Employees connect through an outdoor activity and a common goal as they create fundraising teams. Companies can use the Steps for Healing 5K as a teambuilding experience to have fun in a meaningful way while supporting a local nonprofit.





# Become a Sponsor

Steps for Healing 5K run/walk/ride benefiting the Children's Bereavement Center is Saturday, November 23, 2024 at Zoo Miami. A virtual run option is also available from Nov. 15 - Nov. 24, 2024.

**Other unique sponsorship opportunities:**

**Kids' Corner | Warm Up | Breakfast | Medals & Awards | First Aid**

Sponsorship Benefit	Presenting \$20,000 (1 available)	Sprinting \$15,000	Running \$10,000	Jogging \$5,000	Walking \$2,500
Event will be promoted as 'Steps for Healing presented by _____'	x				
Printed on all promotional postcards distributed around community (5,000+ quantity)	x				
Opportunity to speak at race start line or awards ceremony	x	x			
Recognition during medal ceremony announcements	x	x	X		
Exhibiting opportunity at Zoo Miami	x	x	X		
Provides sponsorship for _____ children for one (1) year with the Children's Bereavement Center	8 children	6 children	3 children	2 children	1 child
_____ Tickets for your team to Steps for Healing	30	30	15	10	5
Company logo printed on race participant t-shirt	x	x	x	x	x
Recognition on printed event banners and signage	Presenting	Sprinting	Running	Jogging	Walking
Recognized on CBC's social media channels	Highlight	x	x	x	x
Recognition in event e-blasts sent to CBC's database	x	x	x	x	x
Company logo listed as sponsor on event website and CBC website event page	x	x	x	x	x

**Pledge to support Steps for Healing with a Sponsorship and pay on Give Miami Day 11/21/24**

*Deadline: Oct. 15, 2024 to receive all benefits*

Benefits subject to change as the event date approaches

For more information on Steps, customized sponsorship opportunities, please contact:  
 Director of Community Outreach & Marketing, Kim Bentkover:  
 kim@childbereavement.org, (305) 423-6001

# Sponsor Payment:



Please reserve the following sponsorship for Steps for Healing:

- Presenting Sponsor**    **\$20,000** (1 available)
- Sprinting Sponsor**    **\$15,000**
- Running Sponsor**    **\$10,000**
- Jogging Sponsor**    **\$5,000**
- Walking Sponsor**    **\$2,500**
- Custom Sponsor**    **\$ \_\_\_\_\_**

For those interested in supporting CBC on Give Miami Day, pledge and submit your sponsorship paperwork now, and we will process your payment on November 21<sup>st</sup>.

**Pledge then Pay**

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

Contact \_\_\_\_\_

City, State & Zip \_\_\_\_\_

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

Phone \_\_\_\_\_

Card Type                       VISA     MasterCard     Discover     American Express

Cardholder Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

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

*Pay by check and send this form to:*                      Children's Bereavement Center  
Attn: Elaine Webb  
6619 S Dixie Hwy, #302  
Miami, FL 33143

Questions regarding payment or to pay by phone: [elaine@childbereavement.org](mailto:elaine@childbereavement.org), call (305) 668-6282

**E-mail form and high-resolution logo (.eps/.png/.jpg) to Kim Bentkover and contact with any questions regarding your sponsorship: [kim@childbereavement.org](mailto:kim@childbereavement.org) (305) 423-6001**

A letter acknowledging your donation will be forthcoming.

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