

Walk of Ages

June 8, 2025 |
Mercer Stadium

SPONSORSHIP
PROPOSAL



Supporting homeless
seniors one step at a
time.



Seniors
Services
Society
of B.C.

About Us

For over 40 years, Senior Services Society BC (SSSBC) has been helping vulnerable seniors remain housed. We coordinate access for low-income seniors to emergency, temporary and ultimately, permanent housing. We also help prevent homelessness by providing a broad range of social, food security, transportation and support services for New Westminster seniors to remain independent. We envision a community where seniors can age in place, comfortably, and with dignity.

About Walk of Ages

The Walk of Ages is not just a fundraiser, but a powerful demonstration of unity of those who believe that seniors deserve to have basic needs like safe and affordable housing met. **Homelessness amongst seniors has increased 5 times over the past 10 years** and accounts for 22% of the homeless population at last count.

In 2024, our inaugural event attracted approximately 200 adults from students to seniors. Our goal this year is to attract 250 walkers. The event will include live music, refreshments and community engagement opportunities.

By participating in this annual event, you will help bring attention to the issue of homelessness amongst everyday seniors and demonstrate your commitment to their well-being. This is an opportunity to showcase your grass roots community involvement and engage your employees.



Sponsorship Levels & Benefits



Platinum \$5,000

- Premier logo placement on all event materials, website, and social media
- Opportunity to speak at the event
- Recognition in press release(s) and The Beat newsletter
- Booth space at the event
- 10 complementary registrations for employees

Gold \$3,000

- Prominent logo placement on event materials, website, and social media
- Recognition in The Beat newsletter
- Booth space at the event
- 5 complementary registrations for employees

“Without SSSBC, I would have been homeless. Their help gave me a safe place to live and the support I needed to regain my independence.”



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Sponsorship Levels & Benefits



Silver \$2,500

- Logo placement on event materials and website
- Recognition in The Beat newsletter
- 2 complementary registrations for employees

Bronze \$1,000

- Logo placement on event website
- Recognition in The Beat newsletter

In-Kind Donations

- We welcome in-kind donations such as water, snacks, first aid supplies and other event essentials.

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