



# Spring Thaw

Lace up your sneakers, throw on your active wear and join Helping Hands Jamaica Foundation (HHJF) welcome the sunshine of the spring on Saturday May 14th, 2016 at the Spring Thaw Walk! This annual 5km walk taking place in the Toronto Beaches at the Paralia restaurant will kick off the HHJF fundraising season, providing the gift of life-changing education to the children of Jamaica.

With the spring season arriving, it brings new beginnings and fresh starts. The Spring Thaw enables us to become free of the stiffness and numbness of winter and allows us to awaken with the light, just as the flowers and trees do. We have the chance to enjoy the warmth and good feelings we receive from the season change. Join us rain or shine as we shed our winter layers and walk warmly into spring together.

Since its inception in 2006, the Helping Hands Jamaica Foundation has made a difference in the lives of over four thousand children by providing them with the opportunity to participate, educate and elevate themselves to unthinkable heights. The HHJF has renovated four schools and built eleven from the ground up while working with partners (such as MLSE, Sunwing and Serena Williams) to increase literacy and post-graduation employment rates in these schools.

The Spring Thaw Walk will kick start fundraising for 2016 school building in Trelawney, Jamaica. This build is taking place from June 19-25<sup>th</sup> and will bring education to 100 children at a basic school in Treasure Beach. After taking part in a beautiful 5km walk in the beaches, guests will enjoy a delicious brunch, a silent auction and inspiring company while learning more about the upcoming school build and fall fundraising gala.

## Cherry Blossom

Cherry Blossoms are some of the most beautiful flowers, coming in bright colors. The Cherry Blossom tree in full bloom, during the arrival of spring, is one of the most beautiful sights to behold.

### Title Sponsor | \$5,000

Benefits:

- Designated presenting sponsor
- Registration fee waived for eight (8) walkers, additional fundraising is encouraged
- Logo placement on all media advertisements if applicable
- Logo on all promotional materials
- Logo on event website
- Company name mentioned by emcee at event
- Company name listed in multi-media presentation
- Opportunity for on-site promotional marketing

## Daffodil

If it's spring, it's time for a show of daffodils. The bright, jovial spring flower has a range of shapes and sizes, from trumpet to small- and large-cupped to double.

### Brunch Sponsor | \$3,000

Benefits:

- Designated brunch sponsor
- Registration fee waived for six (6) walkers, additional fundraising is encouraged
- Designated signage in restaurant
- Logo on select promotional materials
- Logo on event website
- Company name mentioned by emcee at event
- Company name listed in multi-media presentation

## Tulip

With innate cheerfulness and beauty, a tulip, one of the best flowers to plant in spring, lends itself to a variety of garden settings -- from formal border gardens to naturalistic, casual settings.

### Kilometer Sponsor | \$1,500

Benefits:

- One of five (5) designated kilometer sponsors
- Registration fee waived for two (2) walkers, additional fundraising is encouraged
- Designated signage at kilometer mark
- Logo on select promotional materials
- Company name listed in multi-media presentation

## Double Rock Rose

Rock rose makes spring-flower lovers wait until late in the season for blooms, but that extra dose of patience is worth it.

### Registered Walker | \$50

Benefits:

- Single registration to participate in Spring Thaw Walk, additional fundraising is encouraged
- Brunch
- Gift bag

For more information contact:

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