



**MAY 9, 2020 – JUNE 7, 2020**  
**GOOD GRIEF'S VIRTUAL EVENT**

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Event Overview

Sponsorship Form

Message for Corporations/Businesses to send to their employees

Good Grief's mission is to build resilience in children, strengthen families,  
and empower communities to grow from loss and adversity



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**GOOD GRIEF'S VIRTUAL EVENT**

Good Grief's *Steps to Resilience* is four week long virtual event designed to build a strong, resilient, and hopeful virtual community during these challenging times. As a virtual event, you have the flexibility to join at any time, and decide how and when you want to take your steps. You can run or walk, be inside your home on an elliptical, or out in your neighborhood. It's entirely up to you!

*Steps to Resilience* is an opportunity to fill each day with victories and milestones, no matter how big or small, while building resilience to navigate adversity in our lives. Let's step into a more hopeful and resilient future together!

### **WHEN AND WHERE IS STEPS TO RESILIENCE?**

**Saturday May 9<sup>th</sup> to Sunday, June 7<sup>th</sup>**

*Virtual Kickoff Live Event*

Saturday May 9<sup>th</sup> – *Steps to Resilience* kick-off event on Facebook Live and YouTube Live

*Wrap Up Live Stream Celebration*

Sunday June 7<sup>th</sup> – A *Steps to Resilience* celebration wrap-up event

Where? Everywhere because *Steps to Resilience* is virtual! During this global pandemic, we want to emphasize the importance of following all social distancing restrictions and government guidelines related to COVID19. This virtual event is designed to be done from the comfort of your own home or neighborhood streets.

### **ACTIVITIES**

We will keep your employees engaged during the event by providing tools and resources to help build resilience with weekly emails and fun, easy to do activities. We can't wait to see the photos and videos your employees will create and share during our Chalk Challenge or Scavenger Hunts! #Steps2Resilience

### **SPONSORSHIP**

Visit [www.wizathon.com/goodgrief5k](http://www.wizathon.com/goodgrief5k) for event sponsorship opportunities or use the *Steps to Resilience* sponsorship form we emailed to you, and become an event sponsor today! Depending on your level of support, you will receive a number of free event registrations for your employees! The funds raised by *Steps to Resilience* help offset the costs of the free programming, education, and advocacy we provide to ~1,100 grieving individuals each year.

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## **REGISTER**

Once you submit your sponsorship materials, we will send you a code to share with your employees that will waive their registration fees. Employees can take their code and visit [www.wizathon.com/goodgrief5k](http://www.wizathon.com/goodgrief5k) to complete our quick and easy registration process. We'll also send you a letter you can share with your employees showing your participation and how they can get involved to build their resilience. An example is attached.

If you would prefer, you can work with our business enrollment specialist, Kate, to register your employees and get your Steps to Resilience team up and running. You can reach Kate at [kate@good-grief.org](mailto:kate@good-grief.org) or 908-522-1999 x8021

## **WALKER TRACKER APP**

After they register, your employees will receive information on how to download the Walker Tracker App and set up their *Steps to Resilience* account. Let the stepping and resilience building begin! Walker Tracker will keep track of your employee's progress over the course of the event, allow the creation of team challenges, and is a great way to for your employees to encourage each other over the course of the event. Free access to Walker Tracker is included with each registration.

## **SPREAD THE WORD**

Don't just get your employees involved with *Steps to Resilience*, engage your network as well! Share our event with colleagues, peers, friends, and family. Encourage them to visit [www.wizathon.com/goodgrief5k](http://www.wizathon.com/goodgrief5k) to register and then join in the stepping and resilience building. Working together, we can build a strong, hopeful, and more resilient community!

Share your *Steps to Resilience* involvement on all of your social media platforms using the hashtag #Steps2Resilience.

Are your colleagues already a part of *Steps to Resilience*? Create some team challenges at Walk Tracker! Who is steppier? Finance? Operations? Manufacturing? Marketing?

## **GIFT MATCHING**

Create a *Steps to Resilience* gift matching opportunity for your employees. Contact your human resources department and ask if they can develop a gift matching opportunity for Good Grief and make your sponsorship, donations, and steps work even harder.

**SPONSOR, REGISTER, STEP, BUILD RESILIENCE, BUILD COMMUNITY**

**Learn more: [www.wizathon.com/goodgrief5k](http://www.wizathon.com/goodgrief5k)**

**Thank you!**

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# GOOD GRIEF'S STEPS TO RESILIENCE

MAY 9 – JUNE 7, 2020



## SPONSORSHIP OPPORTUNITIES

*Steps to Resilience* is a virtual event designed to build a strong, resilient, and hopeful virtual community during these challenging times. It is an opportunity to fill each day with victories and milestones, no matter how big or small, while creating community at a time when isolation and loneliness are all around us. To become an event sponsor, simply fill out this form and return it to [kate@good-grief.org](mailto:kate@good-grief.org) by May 8<sup>th</sup>. Thank you for your support!

### Steps to Resilience Partner

**\$5,000**

- Named as an event sponsor on all published materials
- Weekly shout outs on all of Good Grief's social media platforms
- Company name and logo in the credits at our launch and wrap up events
- Shout out from Good Grief's CEO at our launch and wrap up events
- Company logo on our Wizathon website
- Company logo on Good Grief's website
- A full page ad in our 2020 Gala Ad Journal
- Unlimited number of FREE event registrations for your organization

### Master Stepper: Sponsor our Walker Tracker app!

**\$3,000**

- Named as the Walker Tracker sponsor on all published materials
- Weekly shout outs on all of Good Grief's social media platforms
- Company name and logo in the credits at our launch and wrap up events
- Shout out from Good Grief's CEO at our launch and wrap up events
- Company logo on our Wizathon website
- Company logo on Good Grief's website as the Walker Tracker Sponsor
- A full page ad in our 2020 Gala Ad Journal
- Up to 250 FREE event registrations for your organization

### Pavement Partner

**\$1,500**

- Three shout outs on all of Good Grief's social media platforms
- Company logo on our Wizathon website
- Company name in credits of our launch and wrap up events
- A ½ page ad in our 2020 Gala Ad Journal
- Up to 100 FREE event registrations for your employees

### Road Runner

**\$500**

- Two shout outs on all of Good Grief's social media platforms
- Company logo on our Wizathon website
- Company name in credits of our launch and wrap up events
- A ¼ page ad in our 2020 Gala Ad Journal
- Up to 25 FREE event registrations for your employees

Good Grief, Inc. is a 501(c)(3) organization, Federal Tax ID #20-0514996.  
All donations are deductible as charitable contributions for federal income tax purposes.

[www.good-grief.org](http://www.good-grief.org)

# GOOD GRIEF'S STEPS TO RESILIENCE

MAY 9 – JUNE 7, 2020



## SPONSORSHIP FORM

To become a *Steps to Resilience* sponsor, fill out this form and return a copy with your payment by mail to Good Grief, 38 Elm Street, Morristown, NJ 07960 or scan and email it to [kate@good-grief.org](mailto:kate@good-grief.org) by Friday, May 8, 2020. Thank You For Supporting Good Grief's 2020 Steps to Resilience!

<b>Steps to Resilience Partner @ \$5,000</b>	\$ _____
<b>Master Stepper @ \$3,000</b>	\$ _____
<b>Pavement Partner @ \$1,500</b>	\$ _____
<b>Road Runner @ \$500</b>	\$ _____
<b>Gift to support Steps to Resilience</b>	\$ _____
<b>TOTAL PAYMENT:</b>	\$ _____

Date: \_\_\_\_\_

Company/Business: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

☐ Enclosed please find a check in the amount of: \$ \_\_\_\_\_

*Please make checks payable to Good Grief.*

Credit Card (please check one): \_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ American Express

Credit Card #: \_\_\_\_\_

Exp. Date (MM/YY): \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**Questions?** Please contact Kate DeLeon, Business Specialist  
[kate@good-grief.org](mailto:kate@good-grief.org) | 908-522-1999 x8022

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[www.good-grief.org](http://www.good-grief.org)

Messaging to share with your employees

Dear Employee!

During this difficult time of isolation and social distancing, we have partnered with Good Grief, a nonprofit organization that specializes in building resilience. I am excited to share an opportunity for you to participate in a unique and engaging virtual event: Good Grief's *Steps to Resilience*. In addition to you benefiting from this partnership, we are also supporting Good Grief, which provides free and unlimited peer support programming, education, and advocacy to thousands of children in the state of NJ.

COVID-19 has changed life for all of us. With daily routines upended and many of life's moments put on hold or cancelled, we have been confined to home and many of us feel disconnected, lonely, and restless. Good Grief understands, and worked to put together a virtual event to help all of us build hope, community, and resilience together.

*Steps to Resilience* is a virtual event taking place from May 9 to June 7, 2020. Because it is a virtual experience, you have the flexibility to join the event at any time, and to choose how you take your steps: walking, running, inside or out, on the street, sidewalk, track or treadmill. As a *Steps to Resilience* sponsor, our organization receives XXX free registrations for *Steps to Resilience*. Your physical and emotional wellbeing is important to us and we want to empower you to build your resilience with the help of Good Grief, as we all navigate this pandemic and future adversities.

*Steps to Resilience* is an opportunity to fill each day with victories and milestones, no matter how big or small. Let's take a giant step towards a more resilient future together.

Sincerely,

Name  
Title, Company



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