



About The Walnut Foundation

The Walnut Foundation is a dynamic organization dedicated to raising awareness about men's health, particularly prostate cancer and other chronic diseases disproportionately affecting men. We empower men and their families to lead healthier lives through community engagement, education, and advocacy.

Founded in 2007 by Dr. Winston Isaac and Simon Samuel, The Walnut Foundation has remained steadfast in its mission to provide a supportive and welcoming forum where men can engage in open discussions, access critical health resources, advocate for better care, and find encouragement on their wellness journeys.

Join Us for the 2025 Walk the Path Walkathon

Date:	Saturday, June 7, 2025
Time:	8:00 AM – 12:00 Noon
Location:	The Etobicoke Trails at the Paul Palleschi Recreation Centre, 30 Loafers Lake Lane, Brampton, ON L6Z 1X9
Expected Attendance:	Over 500 participants, community leaders, families, and local influencers.
Purpose:	This walkathon aims to raise funds to support education, outreach programs, and prostate cancer research while bringing the community together to celebrate resilience and health.

The funds raised will be used to support our community initiatives including:

- **Hosting free, mobile PSA testing** clinics across the Greater Toronto Area.
- **Provide monthly support groups** tailored to address men's unique health needs.
- **Award scholarships to aspiring medical students** at Toronto Metropolitan University and the University of Toronto, fostering the next generation of healthcare professionals.
- **Community outreach initiatives** raising awareness about prostate cancer and men's health.
- **Research and advocacy** focused on advancing health equity by addressing prostate cancer and improving health outcomes for Black men.



Why Partner with Us?

Now in its 11th year, the Walkathon has become a highly anticipated event, drawing supporters from across the Greater Toronto Area. Last year alone, we raised an incredible \$100,000, and with your partnership, we hope to surpass that milestone this year.

This event provides a unique opportunity for your organization to make a meaningful impact while engaging with a diverse audience committed to positive change. Together, we can help create healthier, more informed communities and advance critical conversations about wellness and health equity.

- **Community Impact:** Your sponsorship will directly support men's health programs and prostate cancer research.
- **Brand Exposure:** Gain visibility among hundreds of attendees and thousands online.
- **Corporate Social Responsibility:** Showcase your commitment to community health and wellness.

Let's Walk Together Toward a Healthier Future

We invite you to review the attached sponsorship package, which outlines the various partnership levels and associated benefits. Your support will also contribute to the success of the 2025 Walkathon, help us broaden our reach, and amplify our mission to improve men's health within diverse communities. We would love to discuss collaborating to make a lasting difference.

Thank you for considering this opportunity to support us. We look forward to your partnership and to seeing you on June 7, 2025.

Together, Let's Walk for Health, Hope, and a Cure.



Anthony Henry
President
The Walnut Foundation



Dr. Gervan Fearon
Honourary Chair for The Walnut Foundation
Walkathon







WALKATHON

Passion Compassion Action



Sponsorship Levels

	 DIAMOND SPONSOR Diamond \$25,000+	 Platinum \$10,000 - \$24,999	 Gold \$5,000-\$9,999	 Silver \$2,500 - \$4,999	 Bronze \$1,500 - \$2,499
Title sponsor with the logo appearing on the Walk the Path website landing page	✓				
Dedicated booth space at the event	✓				
Social media promotion on all platforms (all posts)	✓	✓			
Premium logo placement on banners, t-shirts, event signage, and digital materials	✓	✓			
Opportunity to offer welcoming remarks	✓	✓			
Logo signage along the walkathon route	✓	✓			
Recognition in press releases and all media coverage	✓	✓			
Inclusion in e-blast to subscribers	✓	✓	✓		
Logo included on event signage, promotional materials	✓	✓	✓		
Social media promotion on all platforms (7 posts)	✓	✓	✓		
Logo displayed on website for one year	✓	✓	✓		
Up to three (3) social media posts	✓	✓	✓	✓	
Recognition during the event	✓	✓	✓	✓	✓
Social media announcement	✓	✓	✓	✓	✓
Logo on website six months				✓	
Logo on website three months					✓

Diamond Level Sponsorship:

- **Title Sponsor** with the logo appearing on the Walk the Path website landing page
- **Dedicated booth** space at the event
- **Social media** promotion on all platforms (all posts)
- **Premium logo** placement on banners, t-shirts, event signage, and digital materials
- **Opportunity** to offer welcoming remarks
- **Logo signage** along the walkathon route
- **Recognition** in press releases and all media coverage
- **Inclusion** in e-blast to subscribers
- **Logo** included on event signage and promotional materials
- **Social media** promotion on all platforms (7 posts)
- **Logo** displayed on the website for one year
- **Up to three** social media posts
- **Recognition** during the event

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Platinum Level Sponsorship:

- **Social media** promotion on all platforms (all posts)
- **Premium logo** placement on banners, t-shirts, event signage, and digital materials
- **Opportunity** to offer a welcoming remark
- **Recognition** in press releases and all media coverage
- **Inclusion** in e-blast to subscribers
- **Logo** included on event signage and promotional materials
- **Social media** promotion on all platforms (7 posts)
- **Logo** displayed on the website for one year
- **Up to three** social media posts
- **Recognition** during the event
- **Logo signage** along the walkathon route

Gold Level Sponsorship

- **Inclusion** in e-blast to subscribers
- **Logo** included on event signage and promotional materials
- **Social media** promotion on all platforms (7 posts)
- **Logo** displayed on the website for one year
- **Up to three** social media posts
- **Recognition** during the event

Silver Level Sponsorship

- **Logo** displayed on the website for six months
- **Up to three** social media posts
- **Recognition** during the event

Bronze Level Sponsorship

- **Logo** displayed on the website for three months
- **Social media** announcement
- **Recognition** during the event

In-Kind Sponsorship

- Support the Walkathon by providing goods or services instead of monetary contributions.
- **Tailored Recognition:** Recognition is based on the value of the in-kind contribution, with visibility in event materials and announcements.
- **Community Engagement:** Participate actively in the walkathon and connect with attendees to showcase your products or services.



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Your support at any level will contribute significantly to the success of The Walnut Foundation Walk the Path Walkathon and the advancement of men's health within our diverse communities.

We appreciate your commitment to making a positive impact on our shared mission.



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