

2025

# SPONSOR PACKAGE

To secure your sponsorship visit  
our website, or contact Cali Peace:

[communitiesfoundation@westernfg.ca](mailto:communitiesfoundation@westernfg.ca)

[westerngolfclassic.com](http://westerngolfclassic.com)

#WesternGives







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# ABOUT THE WESTERN COMMUNITIES FOUNDATION

The Western Communities Foundation (WCF) has been championing causes that matter most to Canadians for over two decades. We place a high importance on giving back and we take great pride in supporting the communities where our customers and

employees live, work, and play. Since 2001, we've granted over \$9 million to support local communities. Driven by our purpose – we support causes that matter most to our customers, people and communities – we strive to make a lasting impact every day.



**24** years  
of Investing  
in Canadian  
Communities



Over  
**\$9**  
Million  
Granted



**180+**  
Communities  
Supported

## OUR VISION

To be there in moments that matter most.

## OUR GUIDING PRINCIPLES

**Truthfulness.** It is the foundation of our business. We believe that frank, accurate, and honest communication is always in everyone's best interest.

**Fairness.** We advocate for our customers and the trusted representatives of our suppliers. Our credibility rests on our determination to see that everyone gets what they deserve.

**Value.** We generate meaningful, positive results for all customers, stakeholders and our people. We will strive to be the best we can be.

**Loyalty.** We place our faith in long-term relationships, through thick and thin. We support our communities.



# OUR PURPOSE REFRESHED

As a **caring first** national insurance services company focused on enhancing lives by providing security and ease through thoughtful insurance solutions, Western Financial Group has been providing the right protection for more than one million Canadians for over 100 years.

To better reflect our commitment to communities, Western has refreshed the focus of its Foundation’s giving to **creating safe spaces to support Canadians in moments that matter most.**

The Western Communities Foundation is committed to creating greater impact through the following:



### Safe places

We invest in programs that help create a more resilient Canada and help people **mitigate risk and be safe in the places where they live, work and play.** We support creating greener, vibrant and more resilient communities that can better withstand the impacts of changing climate.



### Safe in an emergency

We invest in **emergency response, relief and recovery efforts** that provide immediate aid to disaster-affected and displaced communities, ensuring people **feel safe in the moment,** and have access to resources.



### Safe from fear

We invest in **mental health** initiatives that promote psychological well-being and healing. Our focus is on **post-disaster services** and **crisis interventions,** helping those affected cope with stress, eco-anxiety, trauma, and loss.

# 2024 HIGHLIGHTS



**\$700,000**

Grants and donations given



**\$200,000**

Infrastructure Grants awarded to 40 community projects



**144**

High-school students honored with the Inspirational Bursary Award



**160+**

Local charities and organizations benefited

# SOCIAL MEDIA REACH

14K



6.6K



1K



# WHY SPONSOR THE WESTERN COMMUNITIES FOUNDATION

As a Sponsor, you will gain:

**+ Brand Visibility**

Boost brand loyalty with the Foundation's national charitable initiatives and increase visibility through our targeted marketing, social media channels, and events.

**+ Engaged Audience**

Connect with a highly engaged and passionate audience, strengthening your company's relationships with our Western community of employees, partners, and customers.



**+ Customized Partnerships**

Tailor your sponsorship package to suit your unique objectives, ensuring a mutually beneficial partnership.

**+ Exclusive Networking**

Gain exclusive invite-only access to our events to network with Western's top producers, leaders, industry experts, and fellow sponsors, expanding your professional network and strengthening your relationships.

“ We are thankful to all our sponsors and partners who have contributed to the incredible impact we achieve through a shared vision of creating safer, more resilient communities across Canada.”

~ Michelle Mak, Foundation Director

## Corporate Sponsorship Opportunities

As a Corporate Sponsor, your investment supports the Communities Foundation in its ongoing strategic initiatives to strengthen over 150 communities across Canada. Your contribution helps to create safe and resilient neighbourhoods through our granting and community investment programs.

**Invest now to enjoy year-round benefits, such as:**

- » Brand recognition and visibility opportunities in local communities
- » Recognition at our signature events
- » Feature in Western materials with a 24,000 digital reach
- » Co-branded opportunity with Western's Community Infrastructure Grants
- » Annual Charity Golf Classic sponsorship and registration

## Special Event Sponsorship

Activating virtually and in-person in our signature events to an engaged audience from across the country provides relationship and network-building opportunities.

**2025 Opportunities:**

- » Annual National Walk – 20th Anniversary Celebration
- » Annual Charity Golf Classic
- » Charity Auctions

## Customized Sponsorship Opportunities

The Western Communities Foundation is interested in partnering with organizations that prioritize building safe and resilient communities across Canada.



For more information, email us at [communitiesfoundation@westernfg.ca](mailto:communitiesfoundation@westernfg.ca)

# CORPORATE SPONSORSHIP OPPORTUNITIES

	Grand National Champion \$50,000	National Champion \$30,000	Partner \$25,000	Visionary \$15,000	Advocate \$10,000	Promoter \$5,000	Supporter \$3,000
BRAND / NETWORK AWARENESS							
Opportunity to present one Infrastructure Grant with Western representative	✓						
Co-branded title on Western’s Community Infrastructure Grant	Three (3) grants; option to select (1) region	One (1) grant					
NEW Dedicated news article on Western website about the co-branded grant with linkback to sponsor’s website	✓						
NEW Social media post (1) of co-branded grant presentation (est. reach 20,000)	✓						
NEW Sponsor mention in Grant Announcement media release	✓	✓					
Ad in Annual Report of Giving (est. reach: 24,000) (Deadline: April 30)	Full Page	1/2 Page	1/4 Page				
Logo in Annual National Walk poster (national) to 150+ Western branches across Canada (Deadline: April 30)	✓	✓	✓	✓			
RECOGNITION							
Recognition social thank you post (est. reach 20,000)	✓	✓	✓				
Logo recognition in Annual Report of Giving (Deadline: April 30)	✓	✓	✓	✓	✓	✓	✓
Logo on Foundation’s Sponsors webpage with hyperlink	✓	✓	✓	✓	✓	✓	✓
GOLF CASSIC BENEFITS							
Complimentary golfers at 2025 Golf Classic (when available)	Six (6)	Four (4)	Four (4)	Two (2)	Two (2)		
NEW Complimentary dinner banquet tickets	Four (4)	Two (2)					
Opportunity to add branded swag to Golfers Gift Bag	✓	✓					
Company signage on a hole (Deadline: May 5)	✓	✓	✓	✓			
Verbal Recognition as a sponsor at Dinner Banquet	✓	✓	✓	✓			
NEW Post-event social media shoutout on LinkedIn with tag (est. reach 14,000)	✓	✓	✓	✓	✓		
Ad in Golf Classic Program (Deadline: May 5)	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	
Logo in Golf Classic Program (Deadline: May 5)	✓	✓	✓	✓	✓	✓	✓
Logo on Golf Classic Sponsor Signage (Deadline: May 5)	✓	✓	✓	✓	✓	✓	✓
Logo on Golf Classic Event Website	✓	✓	✓	✓	✓	✓	✓



# SIGNATURE EVENTS

## ANNUAL NATIONAL WALK

**Celebrating 20 years walking for local communities.**

Since 2005, the WCF has hosted the Annual National Walk to Support the Cause every May to uplift local communities. In 2025, we will celebrate the Walk's 20th anniversary with an exciting new theme: the National Walk for Safe Places.

Join us for the nationwide Walk Festival this May, an exciting event that brings communities together to celebrate and empower one another! This festival will take place in over 150 locations where Western operates and will feature

community walks designed to strengthen connections, promote resilience, encourage environmental sustainability, and support diversity and inclusivity for the long-term well-being of individuals and communities. Enjoy a day filled with fun and engagement while walking for safe, vibrant and resilient neighborhoods where everyone can thrive.

Email us to find out if our Walk is in your city and get your teams involved and walk with Western this spring.

### Save the Date!

**National Walk for Safe Places**  
**May 19 to 24, 2025**



### 2024 HIGHLIGHTS

 **\$100,000+**  
donated to support  
local causes

 **180+**  
communities  
supported

 **2,000+**  
Western & community  
participants



**MAY**  
**19 - 24**  
**2025**

**CELEBRATING 20 YEARS OF WALKING TOGETHER**

# NATIONAL WALK

*for Safe Places*



**JOIN US**  
westerngives.ca



# SIGNATURE EVENTS

## WESTERN CHARITY GOLF CLASSIC

### We're moving to Cottonwood Golf and Country Club!

For 22 years, the Western Charity Golf Classic has brought together generous donors, partners and sponsors for a fun-filled charity golf tournament to raise funds for the Western Communities Foundation

to support our annual giving programs where 200 causes benefit each year.  
**Mark your calendar for a day of golf for a good cause you don't want to miss.**



## 2024 HIGHLIGHTS

**\$93,000+**  
raised for local communities

**200**  
attendees from across Canada

**50/50**  
Western members and business partners

**60+**  
volunteers

# Charity Golf Classic Sponsorship

All sponsorship opportunities include the following:

- Logo in the event program
- Logo on the event website
- Logo on sponsor signage
- Recognition in Annual Giving Report



**Scorecard Sponsor**  
**\$1,200**

- Logo on Physical & Digital Scorecard



**Golf Ball Sponsor**  
**\$1,500**

- Logo on attendee golf balls



**Drink Hole Sponsor (x2)**  
**\$1,500**

- Signage at Drink Hole
- Opportunity to have reps on the hole



**Bottled Water Sponsor**  
**\$1,500**

- Logo on attendee bottled water



**Beverage Cart Sponsor**  
**\$1,500**

- Logo signage beverage carts



**Contest Hole Sponsor (x2)**  
**\$1,500**

- Signage at Contest Hole
- Opportunity to have reps on the hole
- Recognition during prize ceremony



**Hole-in-One Sponsor (x2)**  
**\$1,500**

- Signage at Hole
- Opportunity to have reps on the hole



**NEW**  
**Hotel Shuttle Sponsor**  
**\$2,000**

- Logo signage



**NEW**  
**Dinner Beverage Sponsor**  
**\$2,300**

- Signage on Dinner Bar
- Logo on all table wine bottles



**Golf Cart Sponsor**  
**\$2,500**

- Logo signage on all golfer's carts



**Volunteer Sponsor**  
**\$2,500**

- Logo on all volunteer nametags
- Sponsor signage on volunteer building
- Recognition on all volunteer documents and meetings



**BBQ Lunch Sponsor**  
**\$3,500**

- Logo signage
- Verbal recognition as sponsor at lunch



**19th Hole Cocktail Sponsor**  
**\$4,000**

- Signage throughout 19th Hole
- Opportunity to have a signature drink special in your name



**SOLD TO WESTKEY**  
**Print Material Sponsor**  
**\$4,000**

- Logo on all print material provided



# CHARITY AUCTION SPONSORSHIP

Every year, Western team members actively raise funds for local charities throughout the year through our Western Community Care Program. Our charity auctions are a cornerstone of our fundraising efforts. **In 2024, over \$183,000 was raised by our Western teams, benefiting over 110 charitable causes from coast to coast.**

## SPONSOR BENEFITS

- » Brand visibility with logo on auction website
- » Sponsor mention on auction item descriptions
- » Opportunity for logo display in Golf auction sponsorships
- » Sponsor mentions in remarks for Golf auction sponsors (Item value \$1,000+)
- » Sponsor mention in auction email communications (Item Value \$5,000+)

As an auction sponsor, your donations will directly support local organizations in over 150 communities in Canada, while creating brand visibility in Western’s communities.

As a sponsor you can donate auction packages to support our year-round Foundation giving initiatives.



## UPCOMING AUCTIONS

### Western Golf Classic

**Live & Silent Auction**  
**June 12, 2025**

Projected Attendance: 280



### Sponsorship Opportunities:

- + Auction Package (Item Value: \$5,000+)
- + Auction package (Item Value: \$1,000 to \$4,999)
- + Auction package (Item Value: \$500 to \$999)
- + Auction package (Item Value: up to \$499)

#### Digital

- Gift cards
- Travel Vouchers
- Professional Services
- Streaming Subscriptions

#### Health & Wellness

- Wellness Experiences
- Skincare Packages
- Professional Services

#### Luxury Items

- Jewelry/Watches
- Technology/Gadgets

#### Sports & Leisure

- Sporting Goods
- Memorabilia
- Sporting Event Tickets
- Sporting Experiences

#### Entertainment

- Unique Experiences
- Memberships
- Event Tickets
- Adventure Activities
- Weekend Getaway
- Travel Packages



# THANK YOU 2024 SPONSORS!

## GRAND NATIONAL CHAMPION



## NATIONAL CHAMPION



## PARTNER



## VISIONARY



## ADVOCATE



## PROMOTER



## SUPPORTER



## GOLF SPONSORS

Bee-Clean Building Maintenance Inc.  
Caldwell Partners  
Canadian Claims Services Inc.  
Collective Assets Limited Partnership (CAL)  
Fortress Insurance

Four Points Insurance Ltd.  
iA Financial Group Insurance  
IDC WorldSource  
Impact Coaches  
iTel Networks Inc.  
Klopp Richards

Milnco Insurance Broker Solution Centre  
Optimum West Insurance  
Optiom Inc  
Portage Mutual Insurance  
The Art of Strategy  
WestKey Graphics



Let's connect! Become a sponsor today.  
[communitiesfoundation@westernfg.ca](mailto:communitiesfoundation@westernfg.ca) | 587-528-2626 Ext 10202

