

2022
SCARBOROUGH
WALK
OF
FAME

Scarborough Walk of Fame

Partnership Activation Guide

2022

proudly
presented by



hosted by
STC



CELEBRATING AND RECOGNIZING EXCELLENCE IN SCARBOROUGH

Celebrating Community | Recognizing Achievement | Inspiring Tomorrow's Leadership

Established in 2006, the Scarborough Walk Of Fame event celebrates the stories of ordinary Scarborough citizens who through hard work and perseverance have achieved extraordinary heights in their chosen field of endeavour.

In the Spring of 2022, we will once again host a celebration for new inductees at Walk of Fame Court, located in the Scarborough Town Centre (STC). Inductees are nominated by the Scarborough Community and represent the fields of: Sports, Arts and Culture, Entertainment, Health and Science, Education, Environment, Community and Business. Through our nomination process we will ensure that inductees reflect our mission of celebrating community, recognizing achievement and inspiring tomorrow's leadership. To date we have 55 inductees with a Star in the Walk of Fame Court.

A new generation of leaders are celebrated through our Rising Star Award started in 2018, recognizing up and coming leaders aged 16 to 25 for their innovative contributions to leadership in business, community engagement, education, and culture that are shaping Scarborough's future.

In 2021, the ownership and management of the Walk of Fame was transferred to the Scarborough Community Renewal Organization (SCRO) for sustainability, greater alignment and with common goals for a strong and prosperous Scarborough.

Our 2022 Spring event is open to the public and we are pursuing opportunities to stream the event to community centres and senior homes. We will showcase Scarborough talent with a "Walk of Fame Day" celebration which will include the unveiling ceremony. Each year, close to 22 million visitors will pass the Walk Of Fame Court. Countless numbers will pause to admire the Stars and be inspired by examples of Scarborough's best.

On behalf of the entire Scarborough Walk of Fame committee, we invite you to join us in Spring 2022 to celebrate Scarborough and the people who make it great!

SCARBOROUGH.... a GREAT PLACE TO WORK, LIVE AND GROW



Marg Middleton
Chair,
Scarborough Walk Of Fame



Larry Whatmore
President, Scarborough
Community Renewal Organization



Thien Nguyen
General Manager,
Scarborough Town Centre

ABOUT US

The Scarborough Walk of Fame is a not-for-profit, volunteer-driven organization dedicated to honouring citizens whose extraordinary contributions garner community pride. By creating and maintaining a permanent place of tribute at the Scarborough Town Centre in the Scarborough Walk of Fame Court, SWOF celebrates and inspires excellence every day.

Established in 2006, our goals are:

- ★ *To Celebrate Community*
- ★ *To Recognize Achievement*
- ★ *To Inspire Tomorrow's Leaders*

The Scarborough Walk of Fame Court is located at the Scarborough Town Centre, the social and economic centre of the community. As the dominant shopping centre in Eastern Toronto, STC attracts close to 22 million visitors annually.

The Walk of Fame Court features a digital media streaming display of our current stars as well as partner logos.





**55
Inductees
to date**



WHY GET INVOLVED?

BENEFITS OF PARTNERING WITH WALK OF FAME



Growing Community -
632,000 residents
66% age 15-64



Marketing -
22 million visitors annually to Scarborough Town Centre



Shared Values -
Great place to live, work and grow



Diversity -
53% of residents speak a second language



Partnership -
Community hallmark event

A strong and prosperous Scarborough

PARTNERSHIP OPPORTUNITIES

EVENT PARTNERSHIPS	CELESTIAL \$30,000	GALAXY \$15,000	RISING STAR \$7,500	CONSTELLATION \$5,000	RAINBOW \$2,000
Number Available	1	2	2	8	5
Title exclusivity for industry	★				
Exclusive event speaking opportunity	★				
Opportunity to introduce and present STAR to inductee	★	★	★	★	
On-stage recognition at induction unveiling event	★	★			
Photo opportunity at unveiling ceremony	★	★	★	★	
Photo opportunity introducing and presenting STAR award to inductee	★	★			
Logo recognition on SWOF website, with link to corporate site	★	★	★		
Reserved VIP seating	★	★	★		
Logo on signage at meet and greet and post event receptions	★	★	★		
Opportunity to walk in the inductee parade	★	★	★		
Company recognition on all press releases, social media & email campaigns	★	★	★	★	★
Logo recognition in digital program	★ full page	★ 1/2 page	★ 1/4 page	★	★
Recognition on SWOF digital media at Walk Of Fame Court	★ full page	★ 1/2 page	★ 1/4 page	★	★
Logo on LED screen on stage	★	★	★	★	★
Invitation to meet and greet and post event receptions	★	★	★	★	★
Recognition during "Scarborough Walk Of Fame Day" streamed to community	★	★	★	★	★



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