

A cluster of colorful stars in shades of orange, yellow, and pink, scattered in the top left corner of the page.

SCARBOROUGH

A large, five-pointed gold star in the top right corner. Inside the star, the words "WALK OF FAME" are written in white, stacked vertically.

WALK
OF
FAME



SCRO.CA

PROUDLY PRESENTS

SCARBOROUGH WALK OF FAME

PARTNER BROCHURE

2026

SCARBOROUGH WALK OF FAME IS A DIVISION OF SCRO

HOSTED BY **STC**

Celebrating and Recognizing Excellence in Scarborough



The Scarborough Walk of Fame (SWOF) is a prestigious community initiative that celebrates the outstanding contributions and achievements of individuals from Scarborough who have made a meaningful impact locally, nationally, and internationally. Since its inception, SWOF has grown into a symbol of inspiration, pride, and unity, showcasing the exceptional talent and resilience within our diverse community.

On April 15th 2026, we will host the next Scarborough Walk of Fame Induction Ceremony at Scarborough Town Centre. This signature event will publicly honour a new class of inductees – individuals who embody excellence, perseverance, courage and leadership across various fields—Arts & Culture, Sports, Business, Education, Community Service, Environment, Health & Science and more.

Why Sponsor the Scarborough Walk of Fame?

- **Demonstrate Corporate Leadership**
Show your commitment to meaningful community investment and cultural enrichment.
- **Strengthen Your Brand**
Align with a trusted platform that honours excellence, diversity, and local pride.
- **Engage Your Customer**
Benefit from event day visibility, social media presence and community storytelling
- **Invest in the Future**
Inspiring and support the next generation of leaders from Scarborough.

By supporting the Scarborough Walk of Fame, you are not only celebrating Scarborough's legacy – you are shaping its future. We would welcome the opportunity to partner with your organization in this landmark event.

Let's partner together to **inspire tomorrow's leaders.**

Glenn De Baeremaeker
Chair,
Scarborough Walk of Fame

Larry Whatmore
President,
Scarborough Community
Renewal Organization

About Us

The Scarborough Walk of Fame (SWOF) is a volunteer-led, non-profit organization committed to celebrating the achievements of outstanding individuals from Scarborough whose contributions uplift and inspire our community. Since its founding in 2006, SWOF has proudly operated on three foundational pillars:

- ★ Celebrating the Community
- ★ Recognizing Achievement
- ★ Inspiring Tomorrow's Leaders

At the heart of this initiative is the Scarborough Walk of Fame Court, a permanent public tribute located in Scarborough Town Centre—Scarborough's primary social and economic hub. This high-visibility space welcomes over 18 million visitors annually, offering a powerful platform to honour local heroes and preserve their legacies.

By showcasing the excellence of our honourees, SWOF fosters a deeper sense of community pride and encourages future generations to dream big and give back.





Partner with Us to Celebrate Excellence in Scarborough

Diverse Community

632,000
residents

Marketing

18 million visitors
annually to STC

Partnership

Community
hallmark event

Supporting the Scarborough Walk of Fame is more than just a sponsorship—it's a powerful opportunity for your company to:

- Increase brand visibility
- Enhance public image
- Showcase Scarborough pride
- Engage directly with the community

As a partner, you play a key role in honouring outstanding individuals whose achievements inspire and uplift Our Scarborough. Your company logo will be prominently featured on the SWOF digital kiosk, permanently located at SWOF Court in STC, and as well, on SWOF website and social media platforms.

Scarborough Walk of Fame Partner Opportunities



	Celestial	Nova	Galaxy	Rising Star	Lunar	Northern Lights	Sparkle
	\$30,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,000	\$1,000
# of Opportunities	1	2	3	2	8	10	8
Exclusive event speaking opportunity	Opening Welcome						
Prominent logo recognition on SWOF digital media at SWOF Court (up to 24 months)	Full page logo - 24 months on screen every 10 mins	1/2 page logo - 24 month	1/2 page logo - 24 month	Shared page logo - 24 month	Shared page logo - 24 month		
Introduce inductee & present Star, including photo on stage	1st choice on new inductee	2nd choice on new inductee	3rd choice on new inductee	★			
Reserved VIP Seating	4	3	2	1	2 General Seating	1 General Seating	1 General Seating
Logo on signage at event celebration & event program	Full page logo	1/2 page logo	1/2 page logo	1/4 page logo	1/4 page logo	1/4 page logo	1/4 page logo
Prominent logo recognition on all SWOF social media (Instagram, LinkedIn) & website	★	★	★	★	★	★	★
Invitation to meet and greet new inductees & rising stars in green room	★	★	★	★	★		
Walk in the inductee parade	★	★	★	★			



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