



# LIFTING THE BURDEN



## A STRUCTURED COMMUNITY IMPACT SPONSORSHIP PROGRAM

Partner with us to bring comfort, hope, and healing to individuals and families carrying emotional and medical burdens.



**ERIC WYATT**

Founder, Burden The Bear  
Creator, Lifting The Burden



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OUR WHY

“**My mother  
felt like a burden  
while battling  
lung cancer.**”

Watching her carry that emotional weight inspired me to create **Burden The Bear®** and the **Lifting The Burden Initiative** — helping people feel seen, supported, and less alone during difficult moments.





# We have a bear for every burden.

Cause-specific comfort bears designed to help people feel seen, supported, and less alone during difficult moments.



 **ANXIETY**  
The Bear of Burdens



 **BREAST CANCER**  
The Bear of Burdens



 **GRIEF**  
The Bear of Burdens



 **AUTISM ACCEPTANCE**  
The Bear of Inspiration

 Different burdens. Same mission. No one should ever carry their burden alone. 



# HOW LIFTING THE BURDEN WORKS

A simple process. A powerful impact.



Sponsors support cause-specific comfort bear initiatives aligned with their community priorities and impact goals.

Lifting The Burden manages production, packaging, logistics, and coordination with community partners.

Bears are distributed through hospitals, nonprofits, schools, and community organizations to individuals and families who need support most.



Companies. Communities.  
Stronger Together.



PRODUCTION

PACKAGING

LOGISTICS

PARTNERSHIPS



Delivering comfort. Creating hope.  
Changing lives.



**TURNKEY.** | **SCALABLE.** | **MEASURABLE.**



We make it easy for sponsors to make a lasting difference.



# READY-TO-LAUNCH PILOT SPONSORSHIP PROGRAMS

Cause-specific comfort bear programs designed for immediate community impact.



## GRIEF

Supporting individuals and families navigating loss.



## ANXIETY

Providing comfort during emotional overwhelm and isolation.



## BREAST CANCER

Helping patients feel supported during treatment and recovery journeys.



## AUTISM

Encouraging comfort, acceptance, and emotional connection.



## PILOT PROGRAM INVESTMENT

PROGRAM SIZE	BEARS SPONSORED	INVESTMENT
SMALL IMPACT	25 BEARS	\$1,300
MEDIUM IMPACT	50 BEARS	\$2,500
LARGE IMPACT	100 BEARS	\$4,000



Programs can be directed toward hospitals, nonprofits, schools, bereavement programs, autism organizations, and community initiatives.

## SPONSORS RECEIVE



**LOGO PLACEMENT**  
on program materials



**WEBSITE & SOCIAL MEDIA RECOGNITION**  
highlighted on our website and social channels



**IMPACT REPORTING & PHOTOS**  
with delivery documentation (when permitted)



**EMPLOYEE ENGAGEMENT**  
opportunities by helping deliver bears



**TURNKEY COORDINATION & DISTRIBUTION**  
we handle the logistics from start to finish



♥ WE HANDLE THE LOGISTICS. | YOU HELP CREATE MEANINGFUL MOMENTS OF COMFORT. ♥



# CUSTOM SPONSORED BEAR PROGRAMS

Cause-specific and community-specific sponsorship programs customized to align with your organization's mission, audience, or initiative.



SICKLE CELL



STOP THE VIOLENCE



TRAUMA



CEREBRAL PALSY



MULTIPLE SCLEROSIS



HEART TRANSPLANT



KIDNEY TRANSPLANT



GOLD STAR FAMILY



MENTAL HEALTH



STROKE



LEUKEMIA

**CUSTOM BRANDING AVAILABLE**

Logo on Bear Foot

Custom Hangtag

Program Materials

**PRODUCTION TIMELINE**  
**35-50 DAYS**  
From sponsorship approval to production completion.

SPONSORSHIP LEVEL	BEARS SPONSORED	
\$10,000	250 BEARS	
\$15,000	500 BEARS	
\$25,000	1,000 BEARS	

## EVERY CUSTOM SPONSORSHIP INCLUDES:



CUSTOMIZED PROGRAMS. REAL COMMUNITIES. LASTING IMPACT.



# GROWING COMMUNITY & MEDIA RECOGNITION



A MOVEMENT OF COMFORT, COMPASSION & COMMUNITY

## AS FEATURED IN THE MEDIA



"Local organization making a big impact—one bear at a time."

— NBC10 PHILADELPHIA

## PARTNERS & SUPPORTERS



Stronger Together. Greater Impact.

Lifting The Burden continues building partnerships with organizations, hospitals, nonprofits, and community leaders committed to creating meaningful emotional impact.



COMMUNITY PARTNERSHIPS IN ACTION



BRINGING COMFORT WHEN IT'S NEEDED MOST



DELIVERING HOPE. CHANGING LIVES.



AT COMMUNITY EVENTS



VOLUNTEER ENGAGEMENT THAT MAKES AN IMPACT



PARTNERING WITH HOSPITALS ACROSS OUR REGION



HUNDREDS OF BEARS. THOUSANDS OF HEARTS.

"Lifting The Burden brings comfort, starts conversations, and reminds our community that no one has to carry their burdens alone." — Community Partner



Community Partnerships That Matter



Real Impact in Local Communities



Media Coverage That Amplifies Our Mission



Momentum That Continues to Grow



TOGETHER, WE LIFT BURDENS AND CREATE BRIGHTER TOMORROWS.





**BURDEN**  
*The Bear*



**LIFTING**  
**THE BURDEN**  
INITIATIVE

# LET'S BUILD A PROGRAM TOGETHER.♥

Lifting The Burden works with organizations, hospitals, nonprofits, schools, and community leaders to create meaningful sponsorship programs that bring comfort directly into communities.



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## LIFTING THE BURDEN

501(c)(3) Nonprofit Organization  
EIN: 39-4782116

## PROGRAMS AVAILABLE FOR:



Hospitals



Nonprofits



Schools



Community Initiatives



CSR & Employee  
Engagement



Cause Awareness  
Campaigns



**WE HANDLE THE LOGISTICS.**  
**TOGETHER, WE CREATE MEANINGFUL IMPACT.**



*No one should carry their burden alone.*

