



Walk a Mile in Her Shoes®

The International Men's March to Stop Rape, Sexual Assault & Gender Violence

Are YOU man enough?



Walk a Mile in Her Shoes

2011 Sponsorship Opportunities

Walk a Mile 2011

Put yourself in her shoes. First you walk the walk. Then you talk the talk. Not just a woman's issue.

"You can't really understand another person's experience until you've walked a mile in their shoes." Walk a Mile in Her Shoes® asks men to literally walk one mile in women's high-heeled shoes. It's not easy walking in these shoes, but it's fun and it gets the community to talk about something that's really difficult to talk about.

We recognize your business as a successful leader in the Barrie community who is committed to the growth and well-being of our community. We would like your involvement as Sponsor for this event. In return for your investment as Sponsor, our committee has provided an attractive sponsorship package for you. Your attached sponsorship proposal package also discusses the variety of marketing tools being utilized to promote this event. Together we can build a compelling bond; not only for the success of 'Walk a Mile in Her Shoes' but also to benefit the community of Barrie.

'Walk a Mile in Her Shoes' is an event benefitting the Women & Children's Shelter of Barrie which for over 29 years, has been providing a safe and secure refuge for abused women and their children in Simcoe Community. By focusing on the positive aspect of a community coming together around this topic, the Walk strives to empower individuals to take a stand against gendered violence! Our objective is to create a non – judgemental environment of support that recognizes and respects the strengths of each woman. Our goal is to enable women to gain perspectives on their situation, explore alternatives and options, and make decisions for themselves. A substantial amount of our funding comes from the community, from those who believe in the value of each life and empowerment through respect.

This event must raise substantial funding in order to offset operational costs of providing Shelter, Counselling, Advocacy and Liaison, Client and Community Education, Legal Support, Housing and Transitional Support, Outdoor Life Empowerment, and Violence Prevention for women and children both in shelter and those remaining in the community who are living with abuse and violence.

We will be in contact with you within one week to discuss this beneficial partnership with the Walk a Mile in Her Shoes event. Please keep in mind that we are willing to work with you to create a unique sponsorship package specific to your desires or needs.

Sincerely,

Heather Croft

Walk A Mile In Her Shoes Sponsorship Committee

Women & Children's Shelter of Barrie

Event Management Team

W 705 728-6300

C 705 794 1150

heather@barrieshelter.com

Fact Sheet

'Walk A Mile in Her Shoes' Fundraiser Event

Hosted by Women & Children's Shelter of Barrie Event and Fundraising Committee

Date: Sunday, October 16th, 2011

Venue: Heritage Park, Barrie, ON.

Registration, Shoe Fitting, Team Pictures: 11:00 – 11:45am

Opening Remarks & Kick Off Ceremony: 11:45 – 12:00 p.m.

Walk begins: 12:00 p.m.

Awards Ceremony: 12:30 p.m. Prizes to top individual and team!

Attendance: 1000+ (open to general public)

Target Audience: Walk A Mile in Her Shoes will draw families in the Simcoe region who support sisters, daughters, nieces, mothers, and granddaughters, are passionate about fitness, community, entertainment, food and equality and may be affiliated with Police, Fire Department, City of Barrie, churches, car dealerships, armed forces, theatre, media, unions, parent groups, student organizations, colleges and universities, professional organizations and business as well as community minded residents and staff from Women & Children's Shelter of Barrie.

Pledges

Provided: Shoes
Snacks
Lots of publicity
Awards
AWESOME time!

Our 2011 Presenting Sponsor:

Still Available!

Funds raised from 'Walk a Mile in Her Shoes' will be used to provide programs and services to the Women & Children's Shelter of Barrie clientele and the South Simcoe community.

Event Description:

'Walk a Mile in Her Shoes' event will be held at a venue that facilitates the high profile, public experience that we would like to create for our target market of 250 people.

This spectacular event will be emceed by Deb James of Rogers, Rock 95 & KOOL FM and will feature entertainment by bands (and of course everyone walking!) This is the 11th year for the International Men's March to Stop Rape, Sexual Assault, and Gender Violence and we are proud to be bringing this event to Barrie.

Last year, over 300 such walks were held across the country and tens of thousands of men (women and children too!) put on high heeled shoes as a symbolic gesture to walk in solidarity with women. This visually riveting community event is a great opportunity for your business to show support for the men who are taking a stand against violence. It is also a great way to let the community know you care about women's issues and are willing to take a stand against violence.

Event will include Individual and Team Grand Prizes. Police, Fire Department, City of Barrie, churches, car dealerships, armed forces, theatre, media, unions, parent groups, student organizations, colleges and universities, professional organizations and business as well as community minded residents and staff from Women & Children's Shelter of Barrie. Our secondary target market includes these men's families and the women that they are supporting by Walking a Mile in Her Shoes.

The primary reason for holding this event is to raise at least \$20,000 to continue providing a diverse and invaluable service to the community and to expand our programs, services and activities.

Date for this event is October 16th, 2011. The men should be able to stay cool while at the same time breaking a sweat managing to 'Walk a Mile in Her Shoes'.

Profile of Prospective Partners

Prospective Sponsorship Partner profile includes an organization that:

- is a regular contributor to the community that it operates within.
- is looking for our target markets in which to advertise/market their products
- has history of affiliations with community groups/events of similar scope/theme
- is affiliated with Fitness and Team – Building
- has a corporate philosophy of building morale within it's workforce, providing a fun experience while doing so
- examples of potential partners:
 - Rock 95 & KOOL FM – to sponsor Media and Promotion
 - Barrie Examiner, Barrie Advance, Rock 95, KOOL FM, Life 100.3, KICX – to sponsor Media & Promotion
 - Mario's Design – banner sponsor
 - Kwik Kopy Design & Print Center – print sponsor
 - The Bay, WalMart, Winners, local shoe stores – to sponsor shoes
 - Lowes – To sponsor Individual Grand Prize
 - Arbraska Treetop Trekking at Horseshoe Valley – to sponsor Team Grand Prize:
Corporate team building day

Other potential sponsorship partners that have been researched include:

- Groups/businesses that are associated with a major portion of the event – i.e. fashion, women's products, fitness.
- Corporations that have a community/social responsibility focus in their approach to funding. They assist the communities that their outlet/branches are located in. I.e: banks and food/beverage: – i.e. Tim Horton's.
- Local businesses looking to grant/gain further exposure in the community and region and also to provide their employees with an extraordinary team – building experience.
- New businesses looking for high profile exposure. Offer an opportunity to gain marketing, media advertisement and access to this target market.

Media Strategy

'Walk a Mile in Her Shoes' marketing plan has targeted all aspects of the event to one of the particular audiences within our target market segments. As we understand that each potential attendee reacts to information in different ways (visual, audio, etc), we have created 8 diverse marketing tools that will create a unique way of 'wowing' our targeted guests.

- Radio advertisements
- Print coverage (The Barrie Examiner, Barrie Advance, Tottenham Times, The Life & Times, Lake Simcoe Living, Side Roads, Toronto Sun and Star as well as several other newspapers & newsletters throughout the Simcoe Region)
- Posters (Community Center bulletin boards, Bus Depots, Cultural Halls, Grocery Stores, Simcoe County attractions, local businesses, Theatre & Concert Halls, Campuses) Posters in community centres, libraries, shopping centres and passport outlets
- Brochures and Flyers
- Women & Children's Shelter of Barrie website, with a direct link from several other websites
- Television spots (A Channel)
- Invitations sent to media, EMS, businesses, leaders in community, non – profit organizations, fashion and salon organizations, clothing retailers, real estate agents, churches and many other facets of the community
- On site signage

Promotional Materials ...

Reach the audience, are interpersonal and provide 2 – way communication and include:

Top Individual Prize

Top Team Prize

Dude Looks like a Lady!

Most Spirited

Sponsorship Opportunities

Why Sponsor our event? ...

Branding

Position your business with 'Walk a Mile in Her Shoes' event. The Simcoe Region is highly engaged in community, fitness, healthcare, education, arts, culture and theatre making it an exceptional location for a dynamic, high profile international march event.

Investment

Support of 'Walk a Mile in Her Shoes' is an investment in the future of our community, in working together supporting all generations of families, parenting, media, and entertainment community.

Someone you know, someone you care about, has or will become the victim of violence. It may be your mother, sister, friend, girlfriend, wife, coworker, or daughter. No one is unaffected.

The event, a true reflection of the region's culture, provides sponsors with the prospect of reaching their target market and impacting a new and diverse market.

Advertising and Promotions

Walk a Mile in Her Shoes celebrates families, men, women and children, community faith, the power of the media, fashion, theatre, fabulous cuisine and a sense of community and what can be done when people join together!

Event will utilize at least 8 marketing tools to connect to target market. We will also attract multi-media coverage (print, radio and television.)

Product Exposure/Marketing Opportunities

An excellent opportunity to showcase your company!

Timing

Walk a Mile in Her Shoes event is immediately after Thanksgiving weekend and before the Christmas buying season... Make an impact on your sales for the Christmas season by positioning your business front and centre in minds of consumers.

SPONSORSHIP OPPORTUNITIES

Sunday, October 16th, 2011

Platform Sponsor

\$2,500



- Industry exclusivity
- Corporate logo on Walk A Mile In Her Shoes (WAM):
 - print materials
 - signage at event
- Corporate logo on our website
- Verbal recognition from the Stage
- Possible promotional media coverage:
 - Logo placement on all PSAs, Media Advisories and News Releases
 - Verbal recognition in broadcast media on PSAs
- Opportunity for you to display promotional materials or handouts at WAM
- Opportunity for you to display company banners and/or signs at WAM
- Association with a charitable event that empowers families in Simcoe community
- Logo on pledge sheets
- Volunteers involved at event
- Opportunity to provide SWAG for all walkers

We are open to discussing the customization of benefits to fit your corporate marketing objectives.

Stiletto Sponsor

\$1500



- Corporate logo on Walk A Mile In Her Shoes (WAM):
 - print materials
 - signage at event
- Corporate logo on the website
- Verbal recognition from the Stage
- Opportunity to Officially Start the Walk
- Opportunity to provide SWAG for walkers
- Opportunity for you to display promotional materials or handouts at WAM
- Opportunity for you to display company banners and/or signs at WAM
- Association with a charitable event that empowers families in Simcoe community

Sandal Sponsor

\$1000



- Corporate logo on Walk A Mile In Her Shoes (WAM):
 - print materials
 - signage at event
- Corporate logo on the Walk A Mile In Her Shoes website
- Verbal recognition from the Main Stage
- Logo on pledge sheets
- Opportunity to provide SWAG for walkers
- Volunteers involved at event
- Association with a charitable event that empowers families in Simcoe community

Boot Sponsor

\$500



- Exclusive Corporate name and logo recognition at Shoe Tent
- Corporate logo on Walk A Mile In Her Shoes (WAM):
 - print materials
 - signage at event
- Corporate logo on the Walk A Mile In Her Shoes website
- Name recognition at website where shoes are referenced
- Verbal recognition from the Stage
- Presentation of Prize at event
- Association with a charitable event that empowers families in Simcoe community

Pump Sponsor

\$100



- Corporate logo on signage at event
- Corporate logo on the Walk A Mile In Her Shoes website
- Verbal recognition from the Stage
- Volunteers involved at event
- Association with a charitable event that empowers families in Simcoe community

SPONSORSHIP CONFIRMATION

Sunday, October 16th, 2011

___ Yes we will sponsor the 2011 Walk A Mile In Her Shoes in support of the Women and Children's Shelter of Barrie helping women and their children as they take steps to walk away from domestic violence.

Sponsorship Level:

Platform \$2500 ___ **Stiletto** \$1,500 ___ **Sandal** \$ 1,000 ___
Shoe \$ 500 ___ **Pump** \$100 ___

Company name: _____

Title _____ Contact name _____

Mailing address _____

Postal code _____ Phone _____ Fax _____

E mail _____

Sponsorship recognition begins upon receipt of payment and cheques should be made payable to the Women and Children's Shelter of Barrie.

Cheque enclosed ___ Please invoice ___

Mail: Women and Children's Shelter of Barrie
Walk a Mile In Her Shoes
115 Edgehill Drive, Barrie, ON L4N 1L9
Fax: 705-728-1364 **email:** heather@barrieshelter.com

Thank you for your support.

Your sponsorship of Walk A Mile In Her Shoes will make a difference to the lives of women and their children as they take steps to walk away from domestic violence!

Sponsorship Agreement Terms and Conditions

- 1. Purpose and Intent** - The purpose of this agreement is to solidify the agreement between the Walk a Mile in Her Shoes Committee and the Sponsor. The intent of the parties is to execute the agreed upon terms outlined in the sponsorship package, and to fulfill the reciprocal relationship necessary for the success of the event.

- 2. Duration** - The above sponsor is bound by this agreement from point of signing until one-week post event. In the case that point of signing is unclear or uncertain; the sponsor is bound from one month prior to the event until one-week post event.

- 3. Timing** – Walk a Mile in Her Shoes takes place on Sunday, October 16th, 2011 in Barrie, Ontario. The sponsor is required to submit all final payment or gift in kind donations a minimum of two weeks prior to the event. Participants, speakers, volunteers, etc. are required a minimum of two hours prior to the event.

- 4. Responsibility** - The sponsor is responsible for fulfilling any and all duties outlined in the sponsorship packages. This includes but is not limited to contributing the agreed upon rate of monetary or in-kind aid, producing volunteers, speakers, participants, and any other support.

- 5. Cancellation** - By signing this contract, the sponsor agrees that if for an unforeseen reason the event is cancelled all donations may be used for the substitute event.

In return, The Walk a Mile in Her Shoes committee promises to fulfill any and all duties outlined in the sponsorship packages regarding advertisement and marketing of the Sponsor's logo and/or name and any other agreed upon amenities.