

Walk A Mile in Her Shoes

SPONSORSHIP PACKAGE

GOAL: Raise \$50,000 in 2022 and empower individuals to help stop violence against women. Funds raised will continue to provide quality services and programs to abused women and their children from our community. The Women & Children's Shelter of Barrie has been hosting **Walk A Mile in Her Shoes** event since 2010.

DATE:

Saturday, September 10, 2022

TIME:

11:00 am – 1:00 pm

LOCATION:

Heritage Park, Barrie, ON

AUDIENCE: 500+ (open to the general public) spectators from across Simcoe County and beyond come together to support over 150+ participants as they walk a literal mile in “her” shoes.

MEDIA EXPOSURE: Company logo and name recognition are included on all event promotional material, including radio and print promotions, email blasts, social feeds, website, WCS Newsletter, event program and signage.

SPONSORSHIP OPPORTUNITIES: Multiple levels of sponsorship are available: Presenting \$5,000, Level 1 \$2,500, Level 2 \$1,000 and Level 3 \$500. Each opportunity includes benefits as well as options for customization to meet diverse marketing needs. (Please see attached sponsorship matrix.)

ABOUT WALK A MILE IN HER SHOES: In 2001, what started out with a small group of men daring to totter around a park has grown to become a world-wide movement with tens of thousands of men raising millions of dollars for local rape crisis centers, domestic violence shelters and other sexualized violence education, prevention and remediation programs. Last year, over 450 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.

ABOUT WOMEN & CHILDREN'S SHELTER OF BARRIE: The Women & Children's Shelter of Barrie has been providing shelter and support services to abused women and children since 1981. The agency consists of a 27 bed crisis shelter along with Outreach services onsite. Approximately 1,000 women and children are assisted by the agency annually. In addition to shelter, staff provide individual and group counselling, legal information and support, court support, information about violence against women, referrals to other community and social services, and public education in the community.

2020-21 WCSB IMAPCT STATS :

- Emergency shelter and transitional housing for **145** adults and children
- An average of **13** children sleep in our shelter every night
- Response to **1100+** requests for crisis intervention
- Advocacy in court for an average of **200+** new victims of domestic violence

CONTACT: Katie Taylor, Community Development Manager at 705-728-6300 X 229 or katie@barrieshelter.com

Walk A Mile in Her Shoes SPONSORSHIP LEVELS	Presenting Sponsor* \$5,000	Level 1 Sponsor \$2,500	Level 2 Sponsor \$1,000	Level 3 Sponsor \$500
Name in event title	•			
Company logo on event t-shirt				
Priority logo placement in event ads, print materials and event signage	•			
Logo and company name in media release	•	•		
Prominent placement of corporate banner at event entrance	•	•		
Opportunity to bring your corporate logo tent (10x10) with table for promotional materials	•	•	•	
Recognition on the Women & Children's Shelter of Barrie website and social media	•	•	•	•
Recognition in all publicity related to the event	•	•	•	•
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Opportunity to provide promotional material and prize items	•	•	•	•
Included in the post event follow up stories and materials	•	•	•	•
Recognition in all publicity related to the event	•	•	•	•
Included in the post event follow up stories and materials	•	•	•	•
Opportunity to Officially Start the Walk	•			
Association with a charitable event that empowers families in Simcoe community	•	•	•	•

*No limitation to amount of presenting sponsors

Invoices available upon request. We accept all forms of payment. Please make cheque payment to Women & Children's Shelter of Barrie and can be mailed to 115 Edgehill Drive, Barrie, ON L4N 1L9 or e-transfer to Tracy@barrieshelter.com

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! Thank you for helping us reach our goal of \$50,000 in 2022!