

YWCA BANFF
**WALK A
MILE
IN HER
SHOES**®

Sponsorship Opportunities

Supporting YWCA programs in the Bow Valley

The demand for sexual violence counselling services in Alberta increased by an average of 53% in 2017. More individuals are coming forward who need our help.

For the past ten years, Bow Valley Walk A Mile has inspired our community to take a collective stand against domestic violence and sexualized assault. Since its inception, the event has raised close to \$550,000 for the YWCA's violence prevention programs and services. On **September 13, 2019 in Canmore**, we are inviting our community friends of all ages, genders and abilities to participate in Walk A Mile and be a part of building a safe, violence-free community.

No one is immune to domestic violence and sexual assault, and a collective effort is essential to overcoming this pervasive issue. **This year, we are hoping to raise \$65,000 for our programs and services, and you can help us get there.** Funds raised will go towards our programs and services including supports for individuals experiencing or who have experienced domestic abuse and sexualized violence; education initiatives that promote healthy relationships in schools, businesses and the community; and advocacy events that empower individuals to lead violence-free lives.

On **Friday, September 13, 2019 in Canmore**, we invite you to be a part of the solution as a sponsor for this high-profile, inspiring community event. Sponsoring Walk A Mile is an opportunity for your organization to embrace its role as an ally in the journey to non-violence, while gaining exposure through numerous print and online channels.

We look forward to walking together on September 13th towards a thriving, violence-free Bow Valley!



"The work of the YWCA extends throughout the entire Bow Valley. The more involvement and support we can create, the better. We are stronger together, across communities, than we can ever be separately."

Mayor John Borrowman- Town Of Canmore

STEP UP & SPEAK OUT

TO SHAPE A VIOLENCE-FREE COMMUNITY

Fifty percent

of women in Canada have experienced at least one incident of physical or sexual violence by the age of 16.

Every six days

a woman in Canada is killed by her intimate partner.

Help us ensure everyone can lead the safe and stable life that they deserve.

Funds raised through Walk A Mile, along with grants, donations, and the revenues generated from our social enterprise—the YWCA Banff Hotel, allow us to provide essential programs and services that shape a safe, inclusive community that empowers women and girls. For more details on our programs and services, visit www.ywcabanff.ca.

WHERE WILL YOUR DONATIONS GO?

VIOLENCE PREVENTION & HEALTHY RELATIONSHIP PROGRAMS

School programs • Community programs • Women's Circle
Power of Being A Girl • Strength In Being A Boy

SAFETY PLANNING & SUPPORT SERVICES

Supportive counselling, prevention, and intensive case management for individuals impacted by domestic violence and/or sexualized assault

ADVOCACY

Change Makers • International Women's Day • Bow Valley Women of Distinction
Red Rose Campaign • Week Without Violence



"This is truly, in my mind, the best fundraiser that this community participates in. Everyone is here, everyone is having fun and significant money is raised to help raise awareness for domestic violence prevention in the Bow Valley. It is valley-wide events like this that remind Mayor Borrowman of Canmore and I that we are two towns, but we are one community."

Mayor Karen Sorensen - Town of Banff

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$5000 *SOLD*

• Logo Placement

- All print materials (i.e. print ads, sponsor signage)
- Shoe bags given to all Walk A Mile participants
- Walk A Mile website with link to your corporate website
- "Thank You" newspaper ad in Rocky Mountain Outlook, YWCA Newsletter, and YWCA Annual Report

• Pre-event

- Shout outs in YWCA promotional email marketing campaigns
- YWCA to set up promotional display at your company's office/store in the lead up to the event
- Complimentary Walk A Mile entry for up to 15 members of your team

• Media

- Pre-event promotional opportunities including opportunity to participate in radio appearance
- 30-second Sponsor video filmed by YWCA for use by YWCA and Sponsor in the lead up to the event on social media and other platforms
- Three feature posts across all YWCA social media channels (Twitter, Instagram, Facebook)

• Event day

- Opportunity to place promotional material and/or swag in shoe bags given to all Walk A Mile participants
- Live recognition from the stage
- Opportunity to speak from main stage at event, including award presentations
- Opportunity to display corporate tent and promotional materials on event day, with prior approval of YWCA.

• Post-event

- Creating Cultures of Consent* lunch-and-learn presentation for your staff, facilitated by YWCA experts. This can be delivered prior to Walk A Mile at your request.
- Photo of your team posted on YWCA Banff and Walk A Mile websites

PLATFORM SPONSOR | \$3000

• Logo Placement

- All print materials (i.e. print ads, sponsor signage)
- Walk A Mile website with link to your corporate website
- "Thank You" newspaper ad in Rocky Mountain Outlook

• Pre-event

- Complimentary Walk A Mile entry for up to 10 members of your team

• Media

- Two feature posts across all YWCA social media channels (Twitter, Instagram, Facebook)
- 30-second Sponsor video filmed by YWCA for use by YWCA and Sponsor in the lead up to the event on social media and other platforms.

• Event Day

- Opportunity to place promotional material and/or swag in shoe bags given to all Walk A Mile participants
- Live recognition from the stage
- Opportunity to display promotional materials on event day in prominent place (i.e. stage, volunteer tent, lunch tent), with prior approval of YWCA.

• Post-event

- Creating Cultures of Consent* lunch-and-learn presentation for your staff, facilitated by YWCA experts. This can be delivered prior to Walk A Mile at your request.
- Name recognition in YWCA Newsletter, and YWCA Annual Report



Please join our collective voice by speaking out against domestic violence.
Your sponsorship and participation will make a significant difference in our mountain communities.

SPONSORSHIP OPPORTUNITIES

STATION SPONSORS (REGISTRATION; SHOE; SELFIE; DONATION) | \$1000

- **Logo Placement**
 - All print materials (i.e. print ads, sponsor signage)
 - Walk A Mile website with link to your corporate website
- **Pre-event**
 - Complimentary Walk A Mile entry for up to 5 members of your team
- **Media**
 - One feature post across all YWCA social media channels (Twitter, Instagram, Facebook)
- **Event Day**
 - Opportunity to display promotional materials on event day in your designated station (Registration Tent; Shoe Tent; Selfie Tent; or Donation Tent)
 - Opportunity to place promotional material and/or swag in shoe bags given to all Walk A Mile participants
- **Post-event**
 - Creating Cultures of Consent* lunch-and-learn presentation for your staff, facilitated by YWCA experts. This can be delivered prior to Walk A Mile at your request.
 - Name recognition in "Thank You" newspaper ad in Rocky Mountain Outlook, YWCA Newsletter, and YWCA Annual Report



ROUTE MARKER SPONSOR | \$500

- Company logo displayed on sign along the walker route
- One feature post across all YWCA social media channels (Twitter, Instagram, Facebook)
- Name recognition in "Thank You" newspaper ad in Rocky Mountain Outlook, YWCA Newsletter, and YWCA Annual Report

Creating Cultures of Consent

Businesses that sponsor Walk A Mile for a minimum cash donation of \$1000 can register for a Creating Cultures of Consent presentation for their staff. This 1.5-hour presentation empowers colleagues by exploring themes of consent and the ways we can all contribute to safe and supportive workplaces free from sexual violence. Experts from the YWCA provide information on workplace sexual harassment, sexual assault, sexual and everyday consent, building respectful workplaces, and how to support survivors. This interactive presentation encourages participants to explore ways they can influence their workplace culture to shift to one of consent, respect, and safety.

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SPONSORSHIP RECOGNITION

When you commit to supporting Walk A Mile, we commit to recognizing you and your business as a YWCA advocate and ally. We want you to rest assured that your hard-earned money is being utilized responsibly, ethically, and strategically to achieve the best outcomes for the entire Bow Valley community.

In the months leading up to the event, we leverage our community partnerships to bring awareness to Walk A Mile's goal of funding initiatives that prevent and respond to domestic violence in the Bow Valley. Walk A Mile is a highly-visible, community-favourite event that receives strong publicity in the local media each year. We are committed to making your customers, employees, and community proud by recognizing your organization's contribution to this important cause through substantial exposure. Sponsor recognition includes access to radio, print and social media publicity; logo placement; and event participation.

If there is another way you would like your contribution to be recognized, please let us know. We care about customizing our package to meet your needs. Should you have any questions or wish to discuss this sponsorship opportunity, please phone YWCA Marketing & Communications Manager Carla Snow at 403.760.3212.

Walk A Mile Exposure

- Extensive sponsorship contracts with 106.5 MountainFM and Rocky Mountain Outlook amounting to over \$40,000 of combined on-air and print advertising
- 85+ articles and photo features published about the event in local press to date, including front page
- Strong and growing social media presence: 975+ Instagram followers & 1090+ Facebook fans
- Extensive poster campaign in Banff and Canmore



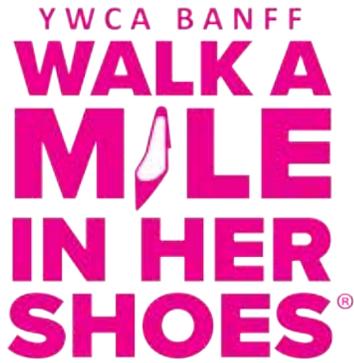
To date, Walk A Mile has seen more than 1500 participants and raised close to \$550,000 for violence prevention.

Be part of making a difference in our community by sponsoring this event.

For more information please contact

Carla Snow - Manager of Marketing & Communications

at 403-760-3212 or by emailing carla@ywcabanff.ca



SPONSORSHIP CONFIRMATION

Yes, we will sponsor Bow Valley Walk a Mile In Her Shoes in support of YWCA Banff.

Sponsorship Level

Presenting \$5,000 Platform \$3,000 Station \$1,000 Route Marker \$500

Company Name: _____

Title: _____ Contact Name: _____

Mailing address: _____

Postal Code: _____ Phone: _____

Email: _____

Sponsorship recognition begins upon receipt of payment and cheques should be made payable to YWCA Banff.

Cheque enclosed

Please invoice

Mail: YWCA Banff
Attn: Carla Snow
102 Spray Avenue, Box 520
Banff, AB T1L 1A6

Email: carla@ywcabanff.ca

Thank you for your support!

