

# SPONSORSHIP OPPORTUNITIES

to support Woman Abuse Prevention Month

**Mask Up**

**Step Up**

**#VOICES EMPOWER**  
**WEAR A MASK BUT DONT MASK YOUR VOICE**

**Speak up**

**Listen Up**

Women's Crisis Services  
OF WATERLOO REGION



# WHY BECOME A Sponsor?

We would like to offer you the opportunity to sponsor **Voices Empower**, an upcoming community campaign to support women and children who are experiencing domestic violence.

Every November, Women's Crisis Services of Waterloo Region hosts an event to raise awareness and funds during Woman Abuse Prevention Month. Due to the pandemic, our usual in-person event will not be possible this year. But with rates of domestic violence increasing by 30% during COVID-19, your support is needed now more than ever.

As an alternative to the in-person event, we've decided to run a month-long, virtual campaign called **Voices Empower**. Throughout November, we will encourage our community to get involved in many different ways. We will be selling branded face masks, promoting third party fundraisers, and much more! At the end of the month, we will wrap up with a very special, virtual finale event! **See next page for details.**

We are looking for companies who are interested in becoming a sponsor and demonstrating their commitment to helping women and children live safer, happier lives in Waterloo Region. In exchange for your sponsorship, we will provide you with a powerful marketing opportunity to reach a large group of donors and community supporters.

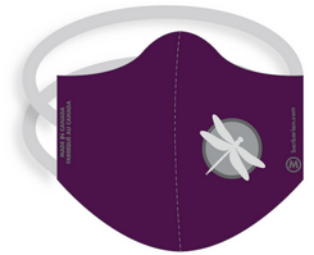
Thank you for your consideration. We look forward to welcoming you as a partner to help make **Voices Empower** a great success!

Jenna Mayne  
Communications and Fund Development Manager  
Women's Crisis Services of Waterloo Region

# WEEKS At a Glance

## Week 1 – MASK UP

- Promoting the sale of our “Voices Empower” masks using the slogan: Wear a mask but don’t mask your voice #VoicesEmpower
- Masks will be purple, the domestic violence colour, featuring our dragonfly logo. Masks will sell for \$20 each
- Encourage community to take mask selfies and post on social media using the above hashtag and slogan



## Week 2 – STEP UP

- Highlight fundraising initiatives, ways community can “step up”
- Crowdfunding page on website, encourage groups to fundraise
- “Snack packs” go on sale for pre-order – these are take-home snack packages that supporters can purchase to enjoy on the night of our virtual event on Nov 26th

## Week 3 – SPEAK UP

- Share stories and testimonials from survivors, clients, donors online
- Share positive quotes, words of encouragement, etc.

## Week 4 – LISTEN UP

- Finale: ***Listen Up with Elizabeth Renzetti & Molly Hayes, Globe and Mail Journalists Discuss Domestic Violence in the Media***
- This virtual finale event will wrap up the Voices Empower campaign on Thurs Nov 26 at 7:00 pm via Zoom Conference

\*See calendar view on next page 4

**\*See sponsorship options on page 5**

# #VOICES EMPOWER

## *Mask Up sponsor recognition week on social media*

1 

Buy a Voices Empower mask!

2

3 

Use a thermometer to track progress

4 Change for change - ask everyone in the office to donate


5

6

7 


Run a bottle drive

## *Step Up sponsor recognition week on social media*

8 

Reserve your snack pack for Nov 26th!

9

10 


Run virtual art classes

11 Art sale - ask employees to make art and auction it online!

12 

Keep wearing that mask!

13

14 

Run an online auction

## *Speak Up sponsor recognition week on social media*

15 

Take a selfie in your mask and post on social media


16

17 


Run a virtual company talent show

18 Email everyone on your contact list asking for a \$5 donation

19


20 

Run an online trivia night

21 


Run online baking classes

## *Listen Up sponsor recognition week on social media*

22 

Register for Nov 26 event and reserve your snack pack!

23

24 

Donate to dress down day

25 Corporate match any funds employees have raised this month





26 

Listen Up finale event!

27

28

# SPONSORSHIP Opportunities

				
Sponsorship Level	Mask Up	Step Up	Speak Up	Listen Up
Contribution Amount	\$3,500	\$2000	\$1000	\$500
Social media shout out during your campaign week	✓	✓	✓	✓
Recognition on website and Voices Empower virtual event	✓	✓	✓	✓
Opportunity to share video message through our social media channels	✓	✓	✓	✓
Link to your website from ours	✓	✓	✓	✓
Opportunity to provide branded giveaway in campaign snack packs	✓	✓	✓	
Logo placement with campaign snack packs	✓	✓		
Recognition on Gateway TV	✓	✓		
Official sponsor of Listen Up podcast and Voices Empower Masks	✓			
Free Sponsor giveaways and admission to virtual event	4 Masks + Admission to virtual event	2 Masks + Admission to virtual event	Admission to virtual event	Admission to virtual event



# SPONSORSHIP Form

Sponsor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor Level & Amount: \_\_\_\_\_

Please Select Payment Type:

Cheque\* \_\_\_\_\_

Credit Card \_\_\_\_\_

\*Cheques can be made payable to Women's Crisis Services of Waterloo Region,  
700 Heritage Drive, Kitchener, ON N2A 3N9

If using credit card, please fill out information:

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp: \_\_\_\_\_ CSC #: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return form to:**

Jenna Mayne  
Communications and Fund Development Manager  
Women's Crisis Services of Waterloo Region  
jenna.mayne@wccswr.org

