



Join us to celebrate
the fifth annual
Hats Off to Mom!

*Sunday May 8, 2022 | Virtual Fundraiser
Sponsorship Opportunities*

Women's Crisis Services
OF WATERLOO REGION



Why become a Sponsor?



The Opportunity

We would like to offer you a unique opportunity to sponsor our 5th annual Hats Off to Mom! mother's day fundraiser. Treat your mom to a special High Tea experience this mother's day and start her day off on a high note. Let's show our appreciation for everything they do—treat your mom while helping our moms!

For over 40 years, Women's Crisis Services has provided safe shelter, education and support services to women and children who have experienced domestic violence. Over the last two years, domestic violence has increased and escalated, and we rely on the support of our community partners.

We are looking for companies who are interested in becoming a sponsor and demonstrating their commitment to helping women and children move beyond violence to live safer, happier lives. In exchange for your sponsorship, we will provide you with a powerful marketing opportunity to reach over 5,000 donors and community supporters. Please review our sponsorship levels and indicate your interest on the last page of this sponsorship package.

Thank you for your consideration. We look forward to welcoming you as a partner to help make our efforts a success!

About Hats Off to Mom!

Hats Off to Mom! will take place on Sunday, May 8, 2022. This unique event will feature curated brunch boxes, a unique online entertainment experience, a virtual auction and more!

Our goal for the event is to raise awareness and funds so we may continue offering essential services and programs to women and children in our community who are experiencing domestic violence.

If you're ready to become a sponsor, please complete the attached form.

About Women's Crisis Services of Waterloo Region



Women's Crisis Services of Waterloo Region (WCSWR) empowers women and children to move beyond violence. We do this by providing safe shelter, education and support services to women and children experiencing domestic violence.

We operate two emergency shelters for at-risk women who have no safe place to stay: Haven House in Cambridge and Anselma House in Kitchener.

You do not need to be staying in our shelters to access our services. We run a free, confidential, outreach program that can be accessed by contacting our 24/7 support lines. The program is flexible, accessible and has no wait list.

We assess risk, help clients develop safety plans, navigate the legal system, and find safe, affordable housing. We serve all cities and townships in Waterloo Region.

With your sponsorship, you will be providing safety, dignity, and comfort to the women and children seeking our help. Thank you for your consideration in sponsoring Hats Off to Mom! in support of Women's Crisis Services of Waterloo Region.

We truly appreciate your support!



Sponsorship Opportunities

Sponsorship Level	Title Sponsor (Limit of 1)	Entertainment Sponsor (Limit of 1)	Brunch Sponsors (Limit of 4)	Corporate Sponsor (Unlimited)	Neighbours of WCSWR (Unlimited)
Contribution Amount	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Free admission to event, not including food	✓	✓	✓	✓	✓
Recognition/mentions throughout the event	✓	✓	✓	✓	✓
Your logo on event marketing material	✓	✓	✓	✓	✓
Company recognition and thank you on website and social media	✓	✓	✓	✓	
Web feature with link to website	✓	✓	✓		
Business card in each participant brunch box	✓	✓	✓		
Boosted social media post	✓	✓			
Sponsorship can welcome live entertainment		✓			
Written donor impact statement to be posted on our website and boosted on social media	✓				

Sponsorship Opportunities



Title Sponsor (1) – \$5,000

- Written donor impact statement to be posted on our website and boosted on social media
- Boosted social media post and recognition on social media
- Web feature including logo and link to your website
- Your logo on all event marketing material
 - Thank you cards with your logo on them
- Business card or other small item of your choice in each participant brunch box
- Live or pre-recorded video from a representative of your organization, if wanted
- 5 recognition/mentions throughout the event
 - Logo will remain on screen and you will have a thank you from our CEO
- Free admission to event, not including food

Entertainment Sponsor (1) – \$3,500

- Boosted social media post and recognition on social media
- Web feature including logo and link to your website
- Your logo on all event marketing material
 - Thank you cards with your logo on them
- Business card in each participant brunch box
- Sponsorship can welcome entertainment live, if wanted
- 4 recognition/mentions as entertainment sponsor throughout the event – logo on screen and thank you from CEO
- Free admission to event, not including food



Sponsorship Opportunities



Brunch Sponsor (1) – \$2,500

- Social media post and recognition
- Web feature including logo and link to your website
- Your logo on all event marketing material
 - Thank you cards with your logo on them
- Business card in each participant brunch box
- 3 recognition/mentions as brunch sponsor throughout the event – logo on screen and thank you from host
- Free admission to event, not including food

High Tea Sponsor (1) – \$2,500

- Social media post and recognition
- Web feature including logo and link to your website
 - Your logo on all event marketing material
- Thank you cards with your logo on them
- Business card in each participant brunch box
- 3 recognition/mentions as high tea sponsor throughout the event – logo on screen and thank you from host
- Free admission to event, not including food



Sponsorship Opportunities



Drink Sponsor (1) – \$2,500

- Social media post and recognition
- Web feature including logo and link to your website
- Your logo on all event marketing material
 - Thank you cards with your logo on them
- Business card in each participant brunch box
- 3 recognition/mentions as drink sponsor throughout the event – logo on screen and thank you from host
- Free admission to event, not including food

Dessert Sponsor (1) – \$2,500

- Social media post and recognition
- Web feature including logo and link to your website
- Your logo on all event marketing material
 - Thank you cards with your logo on them
- Business card in each participant brunch box
- 3 recognition/mentions as drink sponsor throughout the event – logo on screen and thank you from host
- Free admission to event, not including food



Sponsorship Opportunities



Corporate Sponsor (Unlimited) – \$1,000

- Company recognition and thank you on social media
- Web feature with link to website
- Thank you on marketing material
- Welcome and end of the event thank you to all of our sponsors
- Free admission to event, not including food

Neighbours of WCSR (Unlimited) – \$500

- Company recognition and thank you on website and social media
- Thank you on marketing material
- Welcome and end of the event thank you to all of our sponsors
- Free admission to event, not including food



Sponsorship Form

Sponsor Name: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsor Level & Amount: _____

Please Select Payment Type:

Cheque* _____

Credit Card _____

If using credit card, please fill out information:

Name on Card: _____

Card Number: _____

Exp: _____ CSC #: _____ Signature: _____

Billing Address: _____

City: _____ Postal Code: _____

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

Please return form to:

Carly Holmstead

Communications and Fund Development Supervisor

Women's Crisis Services of Waterloo Region

carly.holmstead@wcsvr.org

