

**VOICES EMPOWER**  
**SPONSORSHIP OPPORTUNITIES**



# Why Become A Sponsor?

Every November, Women's Crisis Services hosts an event to raise awareness and funds during Woman Abuse Prevention Month. We would like to offer you the opportunity to sponsor Voices Empower: Walk To Break the Silence, an upcoming community campaign to support women and children experiencing domestic violence.

For over 40 years, Women's Crisis Services has provided safe shelter and support services to women and children who have experienced domestic violence. Our organization continues to experience significant increases in demand 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 a large group of donors and community supporters. Please review our sponsorship levels and indicate your interest on the last page of this sponsorship package.

## **About the Event**

On Saturday, November 19th join us for Voices Empower: Walk to Break The Silence. We will be walking roundtrip from Uptown Square, Waterloo to Town Square, Kitchener. This 6km walk is a time to reflect on the woman who is killed every six days by an intimate partner. We encourage you to get a team together, wear your best purple outfit, and walk to show your support for women and children experiencing domestic violence.

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.



# About Us

## Women's Crisis Services of Waterloo Region

We empower women to move beyond violence. We do this by providing safe shelter and support services to women and children experiencing domestic violence.

We operate two shelters for at-risk women who have no safe place to stay: Haven House in Cambridge and Anselma House in Kitchener. We also run a free, confidential, outreach program, which is accessed by contacting our 24/7 support lines.

While we are seeing the pandemic climate shift from previous years, it continues to be an especially difficult time for women facing domestic violence. During COVID-19, domestic violence increased and escalated, and rates of femicide hit an all-time high. It's crucial that we continue having conversations about domestic violence to raise awareness and funds.

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 Voices Empower: Walk to Break the Silence, in support of Women's Crisis Services of Waterloo Region.

We truly appreciate your support!

Carly Holmstead  
Communications and Fund Development Supervisor  
Women's Crisis Services of Waterloo Region

Women's Crisis Services  
OF WATERLOO REGION



# Walk To Break the Silence

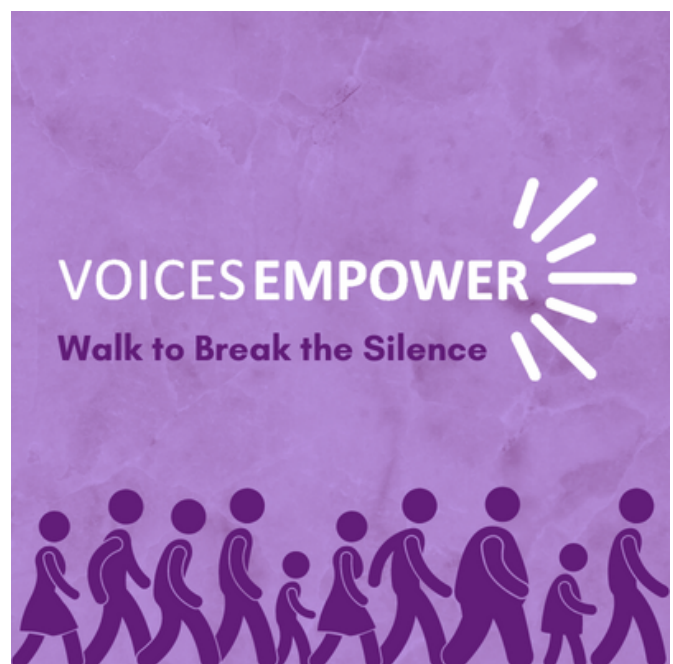
Every 6 days in Canada, a woman is killed by her intimate partner. In 2021, there was a 26 per cent increase in femicides compared to the previous year, and in the first six months of 2022 alone, 88 femicides have been reported. We must continue raising awareness and funds to prevent these tragedies from happening.

That's why this November, we invite you to join in Voices Empower: Walk to Break the Silence. Join us in walking from Uptown Square to Town Square on November 19, 2022. This 6km walk is a time to reflect on the woman who is killed every six days by an intimate partner. We encourage you to get a team together, wear your best purple outfit, and walk to show your support for women and children experiencing domestic violence.


## Quick Facts:

- Every 6 days in Canada, a woman is killed by her intimate partner.
- There are approximately 82 domestic homicides in Canada each year.
- In the first six months of 2022 alone, 88 femicides have been reported.
- The group most at risk for domestic homicide are aged 15-24.

\*See sponsorship options on page 4



# Sponsorship Opportunities

Sponsorship Level	Title Sponsor no longer available	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Contribution Amount	<p>Toyota Motor Manufacturing Canada Inc.</p> 	\$3,000	\$1,500	\$500
Social media shout out during campaign		✓	✓	✓
Recognition on website with link from our website to yours		✓	✓	✓
Opportunity to share video message through social media channels		✓		
Recognition during opening ceremonies		✓	✓	✓
Logo on all t shirts to be worn the day of the event		✓		
Official sponsor of 6km walk event		✓		
Option of adding company swag/business cards to welcome package		✓		
Logo on signage throughout the 6km walk (at the start and mid-way check-in)		✓	✓	✓



# Double the Impact

## **The Opportunity**

We are seeking Corporate Matching sponsors to support our annual event, "Voices Empower". We are asking you to consider taking over a week in October or November and matching any donations that are brought in by the community during that week!

In doing so, you will be helping support women and children in our community who are experiencing domestic violence. Not to mention we will help spread the word about your business to our supporters!

This opportunity will give your business the chance to be featured in all promotional material for the week you sponsor. 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.

## **How You Benefit**

- Your partners, supporters, fans and followers see that you are committed to helping eradicate domestic violence in our region
- Your generous support is shared on social media and event materials reaching over 5000 supporters in our community
- You boost your exposure in the region, attracting new customers and increasing retail traffic and sales

# 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: \_\_\_\_\_

Please return form to:

The Communications and Fund Development Team  
Women's Crisis Services of Waterloo Region  
Fundraising@wswr.org

