



eliminating racism
empowering women
ywca
San Diego County

SPONSORSHIP OPPORTUNITIES

Thursday, October 9, 2014 | 5PM – 9PM



EVENT OVERVIEW

Originally created by Frank Baird in 2001, Walk a Mile in Her Shoes® was designed to encourage men to work together to end sexual violence against women, while raising funds for local rape crisis centers and domestic violence shelters. In 2008, the YWCA of San Diego County brought the Walk a Mile in Her Shoes concept to San Diego and held the first event in October that year. Due to the overwhelming success and impact on the community, the YWCA now holds the annual fundraising event to benefit our Becky's House® domestic violence program.

Growing each year, the YWCA aims to mobilize men, women, and children to champion this critical issue by literally walking a mile in a women's pair of shoes — a light-hearted attempt to build awareness of domestic violence and its negative impact on the San Diego community.

The YWCA invites you to be a key partner in the 2014 Walk a Mile in Her Shoes. This highly publicized event provides a variety of recognition opportunities and marketing benefits for our generous sponsors and underwriters.

PLATINUM SPONSOR: \$10,000

- Registration for 30 individuals to the walk and after party
- Recognition as a Platinum Sponsor on all promotional materials and signage, wherever possible, in advance of and during event
- Inclusion in event press releases and opportunity to participate in pre-event media interviews
- On-site display table at official after party or on-site booth at registration festivities
- Name or corporate logo with link featured on dedicated event landing page (ywcasandiego.org)
- Recognition at the podium during the after party
- Corporate logo and link included on the YWCA website as annual supporter for one year
- Comprehensive social media engagement and recognition on YWCA channels
- Opportunity to include giveaway items or collateral in event swag bags

GOLD SPONSOR: \$5,000

- Registration for 20 individuals to the walk and after party
- Recognition as a Gold Sponsor on all promotional materials and signage, wherever possible, in advance of and during event
- Prominent visibility and logo placement at official event start and finish line
- On-site display table at official after party or on-site booth at registration festivities
- Name or corporate logo with link featured on dedicated event landing page (ywcasandiego.org)
- Corporate logo and link included on the YWCA website as supporter for one year
- Comprehensive social media engagement and recognition on YWCA channels
- Opportunity to include giveaway items or collateral in event swag bags

SILVER SPONSOR: \$2,500

- Registration for 10 individuals to the walk and after party
- Recognition as Silver Sponsor on the dedicated event landing page (ywcasandiego.org) and within event email blasts during pre-event promotion
- On-site booth at registration and pre-walk festivities
- Name or corporate logo featured on dedicated event landing page (ywcasandiego.org)
- Comprehensive social media engagement and recognition on YWCA channels
- Opportunity to include giveaway items or collateral in event swag bags

BRONZE SPONSOR: \$1,000

- Registration for 5 individuals to the walk and after party
- Listing recognition on the dedicated event landing page (ywcasandiego.org) during pre-event promotion and within event email blasts during pre-event promotion
- Comprehensive social media engagement and recognition on YWCA channels
- Opportunity to include giveaway items or collateral in event swag bags

Sponsorships can be customized based on your corporate goals or individual needs. Please contact us for more information.

CONTACTS

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TRANSFORMING LIVES TOGETHER

The YWCA of San Diego County empowers women, children and families to break the cycle of domestic violence and homelessness and achieve self-sufficiency. Through Becky's House[®], Passages and the Cortez Hill Family Center, the YWCA provides extensive services including safe housing, a 24-hour domestic violence hotline, counseling, legal assistance, employment support, financial literacy training, and supportive children's programs to more than 5,000 individuals each year. The YWCA is committed to helping families recover from trauma, improve their economic status, find permanent housing and ultimately transform their lives. To learn more and get involved, visit ywcasandiego.org.

SPONSORSHIP BENEFIT COMPARISON

		TIERS OF SUPPORT			
		Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
BENEFITS	Included registrations	30	20	10	5
	Opportunity to include giveaway items or collateral in event swag bags	✓	✓	✓	✓
	Comprehensive social media engagement and recognition	✓	✓	✓	✓
	Name & corporate logo with link on event landing page and within event email blasts during pre-event promotion	✓	✓	Logo only (no link)	Listed only (no link)
	On-site booth during registration and/or after party	✓	✓	Registration only	—
	Prominent visibility & logo placement at event start & finish line	✓	✓	—	—
	Corporate logo & link featured on YWCA website for 1 year	✓	✓	—	—
	Recognition in signage and promotional materials	✓	✓	—	—
	Recognition at the podium during the after party	✓	—	—	—
	Inclusion in event press release & opportunity to participate in pre-event media interviews	✓	—	—	—