



# YWCA of San Diego County presents **WALK A MILE IN HER SHOES®**



**Saturday, October 14, 2017**

**10AM – 1PM**

**new** family friendly day & time

**Strap on a pair of heels and challenge your team to go the extra mile!** Bring all of the men in your life, family, and friends to help us end domestic violence once and for all. Following the walk, celebrate your achievement with food, entertainment, and fun for all ages. Don't stop there—organize a team and start your fundraising online today!



## Event Details

### REGISTRATION

Adults: \$50

Students/youth/children: \$30

Family package: \$150

Children under 3: free



Registration includes access to all festivities, an official event t-shirt, and tote bag. Everyone and every shoe is welcome—heels optional!



### LOCATION

MLK Promenade Park  
4th Avenue & K Street  
Downtown San Diego



### SCHEDULE

9AM – 10AM, Registration and Festivities

10AM – 10:30AM, Opening Ceremonies

10:30AM – 11AM, Walk

11AM – 1PM, Entertainment and Festivities



## Sponsorship

*Walk a Mile in Her Shoes* offers a variety of sponsorship packages for businesses to garner additional brand exposure and promotional opportunities. To learn more about corporate partnerships, contact Gavon Morris at 619.239.0355 x216 or gmmorris@ywcasandiego.org.



**1 in 4 women and 1 in 7 men experience domestic violence.** Every October, YWCA commemorates Domestic Violence Awareness Month to prompt action against the pervasive issue and honor the resiliency of survivors in our community.

## TITLE SPONSOR: \$15,000

*exclusive opportunity*

### Event

- > Unlimited walk registrations
- > Remarks at opening ceremonies
- > Opportunity to lead the walk
- > On-site booth at walk festivities

### Promotion + Media

- > Title recognition throughout event promotional activities and materials, including prominent logo placement on official event tshirts, photobooth backdrop, tote bags, and signage
- > Invitation to participate in media interviews
- > Dedicated profile on [ywcasandiego.org](http://ywcasandiego.org)
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## PLATINUM SPONSOR: \$10,000

### Event

- > 50 walk registrations
- > Brief remarks at opening ceremonies
- > Opportunity to lead the walk
- > On-site booth at walk festivities

### Promotion + Media

- > Prominent recognition in all promotional materials and signage, including logo placement on official event tshirt and tote bags
- > Invitation to participate in media interviews
- > Dedicated corporate profile on [ywcasandiego.org](http://ywcasandiego.org)
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



## GOLD SPONSOR: \$5,000

### Event

- > 30 walk registrations
- > On-site booth at walk festivities

### Promotion + Media

- > Invitation to participate in media interviews
- > Premier recognition in all promotional materials and major signage
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## SILVER SPONSOR: \$2,500

### Event

- > 20 walk registrations
- > On-site booth at walk festivities

### Promotion

- > Recognition in promotional materials and select signage
- > Logo featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## BRONZE SPONSOR: \$1,500

### Event

- > 10 walk registrations

### Promotion

- > Name recognition in select promotional materials and logo on signage at start/finish line
- > Name listed on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## STAGE SPONSOR: \$5,000

exclusive opportunity **new**

### Event

- > 30 walk registrations
- > On-site booth at walk festivities

### Promotion + Media

- > Invitation to participate in media interviews
- > Recognition in all promotional materials and select signage as Stage Sponsor
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



## PHOTOBOOTH SPONSOR: \$5,000

sold out

### Event

- > 30 walk registrations
- > On-site booth at walk festivities

### Promotion + Media

- > Invitation to participate in media interviews
- > Recognition in all promotional materials and select signage as Photobooth Sponsor
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## SHOE SPONSOR: \$5,000

exclusive opportunity **new**

### Event

- > 30 walk registrations
- > On-site booth at walk festivities

### Promotion + Media

- > Invitation to participate in media interviews
- > Recognition in all promotional materials and select signage as Shoe Sponsor
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## APPAREL SPONSOR: \$5,000

2 opportunities available **new**

### Event

- > 30 walk registrations
- > On-site booth at walk festivities

### Promotion + Media

- > Logo imprinted on sleeve of official event tshirt
- > Invitation to participate in media interviews
- > Recognition in all promotional materials and select signage as Apparel Sponsor
- > Logo/link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

## BENEFIT COMPARISON

	TITLE* \$15,000	PLATINUM \$10,000	GOLD \$5,000	STAGE \$5,000	SHOE* \$5,000	PHOTO* sold out	APPAREL** \$5,000	SILVER \$2,500	BRONZE \$1,500
Registrations	unlimited	50	30	30	30	30	30	20	10
Naming recognition	✓	-	-	-	-	-	-	-	-
Logo on walk banner	✓	-	-	-	-	-	-	-	-
Remarks during program	✓	✓	-	-	-	-	-	-	-
Lead the walk	✓	✓	-	-	-	-	-	-	-
Online corporate profile	✓	✓	-	-	-	-	-	-	-
Participant tshirt	logo/front	logo/back	-	-	-	-	logo/sleeve	-	-
Stage banner	logo	logo	logo	logo	-	-	-	name	-
Logo on photo backdrop	✓	✓	-	-	-	✓	-	-	-
Station ID signage	-	-	-	-	logo	logo	logo	-	-
Media interviews	✓	✓	✓	✓	✓	✓	✓	-	-
On-site booth	✓	✓	✓	✓	✓	✓	✓	✓	-
Event landing page	logo/link	logo/link	logo/link	logo/link	logo/link	logo/link	logo/link	logo	name
Logo on start/finish signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Giveaway items in tote bags	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media engagement	✓	✓	✓	✓	✓	✓	✓	✓	✓

\* Limited to one sponsor

\*\* Limited to two sponsors