



11th Annual Fundraising Walk **WALK A MILE IN HER SHOES®**

STRAP ON A PAIR OF HEELS AND CHALLENGE YOUR TEAM TO GO THE EXTRA MILE! Bring all the men in your life, family, and friends to raise awareness of domestic violence and speak out against this serious issue in a unique, lighthearted way. Everyone and every shoe is welcome—heels optional, not required.

**Saturday, October 13, 2018
10AM – 1:30PM**

Following the walk, celebrate with live entertainment by Mojo Jackson, fresh Mediterranean fare provided by Luna Grill, and interactive games for all ages. Don't stop there—organize a team and start your fundraising online today!



**1 in 4 women and 1 in 7 men
experience domestic violence
in their lifetimes.**



EVENT DETAILS

REGISTRATION/TICKETS

Adults: \$50
Children/youth: \$30



Registration includes access to all festivities, lunch, an official event t-shirt, and a tote bag. Visit ywcasandiego.org or call 619.239.0355 x217 to learn more.

LOCATION

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



SCHEDULE

10:00AM – 10:30AM: Registration and Festivities
10:30AM – 11:00AM: Opening Ceremonies
11:00AM – 11:30AM: Walk
11:30AM – 1:30PM: Entertainment, Lunch and Festivities

SPONSORSHIP & UNDERWRITING

Corporate partners receive substantial marketing benefits and brand exposure. To get involved, contact Darlene Moreno at 619.239.0355 x225 or development@ywcasandiego.org.

eliminating racism
empowering women
ywca
San Diego County

SPONSORSHIP TIERS

HERO SPONSOR: \$10,000

- > 50 walk registrations/tickets
- > Remarks at opening ceremonies
- > Opportunity to lead the walk
- > Prominent recognition in all promotional materials and signage, including premium logo placement on walk banner, official event t-shirts, media backdrop, and tote bags
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Dedicated corporate profile on ywcasandiego.org
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



CHAMPION SPONSOR: \$5,000

- > 30 walk registrations/tickets
- > Premier recognition in all promotional materials and major signage
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Dedicated corporate profile on ywcasandiego.org
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



HOME RUN SPONSOR: \$2,500

- > 20 walk registrations/tickets
- > Recognition in promotional materials and select signage
- > On-site booth at walk festivities
- > Logo featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



EXTRA MILE SPONSOR: \$1,500

- > 10 walk registrations/tickets
- > 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

YWCA OF SAN DIEGO COUNTY serves more than 9,100 people each year through a diverse array of residential programs and community services, including our **Becky's House® domestic violence programs**. We empower survivors and their children to find immediate safety, overcome trauma and abuse, improve their housing and economic status, and reclaim their independence.

If you or someone you know needs help, call our 24-hour domestic violence hotline at 619.234.3164.

Sponsorships can be customized to meet your business goals and objectives. To learn more and become one of our valued corporate partners, contact Darlene Moreno at 619.239.0355 x225 or development@ywcasandiego.org.

UNDERWRITING PACKAGES

PHOTOBOOTH SPONSOR: \$5,000

SOLD OUT

- > 30 walk registrations/tickets
- > Logo on all guest photos (online and print)
- > Recognition in all promotional materials and select signage as Photobooth Sponsor
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

TOTE SPONSOR: \$5,000

ONE OPPORTUNITY AVAILABLE

- > 30 walk registrations/tickets
- > Logo imprinted on premium guest tote bags
- > Recognition in all promotional materials and select signage as Tote Sponsor
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

T-SHIRT SPONSOR: \$5,000

ONE OPPORTUNITY AVAILABLE

- > 30 walk registrations/tickets
- > Logo imprinted on official event t-shirt
- > Recognition in all promotional materials and select signage as T-shirt Sponsor
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement

SHOE SPONSOR: \$2,500

ONE OPPORTUNITY AVAILABLE

- > 20 walk registrations/tickets
- > Logo sticker on YW provided heels
- > Recognition in promotional materials and select signage as Shoe Sponsor
- > Invitation to participate in media interviews
- > On-site booth at walk festivities
- > Logo with link featured on event landing page
- > Giveaway items/collateral in tote bags
- > Social media engagement



BENEFIT COMPARISON

BENEFIT COMPARISON	SPONSORSHIP TIERS				UNDERWRITING PACKAGES			
	HERO \$10,000	CHAMPION \$5,000	HOME RUN \$2,500	EXTRA MILE \$1,500	PHOTO* SOLD OUT	TOTE* \$5,000	T-SHIRT* \$5,000	SHOE* \$2,500
Registrations/tickets	50	30	20	10	30	30	30	20
Remarks during program	✓	-	-	-	-	-	-	-
Lead the walk	✓	-	-	-	-	-	-	-
Logo on walk banner	✓	-	-	-	-	-	-	-
Stage banner	logo	logo	name	-	logo	logo	logo	name
Participant t-shirt	logo	-	-	-	-	-	logo	-
Logo on media backdrop	✓	-	-	-	-	-	-	-
Logo on tote bags	✓	-	-	-	-	✓	-	-
Online corporate profile	✓	✓	-	-	-	-	-	-
Logo on guest photos	-	-	-	-	✓	-	-	-
Logo stickers on heels	-	-	-	-	-	-	-	✓
Logo on station ID signage	-	-	-	-	✓	✓	✓	✓
Media interviews	✓	✓	-	-	✓	✓	✓	-
On-site booth	✓	✓	✓	-	✓	✓	✓	✓
Event landing page	logo w/link	logo w/link	logo	name	logo w/link	logo w/link	logo w/link	logo
Logo at start/finish line	✓	✓	✓	✓	✓	✓	✓	✓
Items in tote bags	✓	✓	✓	✓	✓	✓	✓	✓
Social media engagement	✓	✓	✓	✓	✓	✓	✓	✓

* Limited to one sponsor