



YWCA's 12th Annual Fundraising Walk **WALK A MILE IN THEIR SHOES**



DOMESTIC VIOLENCE AFFECTS EVERYONE. Join YWCA to speak out against abuse and walk a mile with your friends, family and colleagues in solidarity with domestic violence survivors. Challenge your team to march the streets of downtown to raise awareness in a high-spirited way. Everyone and every shoe is welcome!

EVENT DETAILS

**Saturday, October 5, 2019
11AM – 2PM**

REGISTRATION/TICKETS

Includes access to all festivities, lunch, an official event t-shirt and a tote bag.

Adults: \$50

Children/youth: \$30

Visit ywcasandiego.org or call 619.239.0355 x217 to learn more.

LOCATION

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

SCHEDULE

11:00AM – 11:30AM: Registration and Festivities

11:30AM – 12:00PM: Opening Ceremonies

12:00 PM – 12:30PM: Walk

12:30PM – 2:00PM: Entertainment, Lunch and Festivities



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

1 in 7 children are affected by domestic violence each year.

This critical issue affects all gender identities, sexual orientations and ages. To support inclusivity, we ask that you **wear any shoes that symbolize the person you wish to honor.** Anyone in our community may need our support.

Before you start walking, join us for opening ceremonies and a friendly competition of the best-looking shoes. Following the walk, gather your team and enjoy live entertainment, lunch, interactive games and more!

FUNDRAISE

Go the extra mile—organize a team and start your fundraising online today! Not able to attend the event? Find out how to be a virtual walker at ywcasandiego.org

Shoe Drive: Don't stop there—donate a pair of new shoes at the event to benefit adults and children in our Becky's House® Domestic Violence Programs.

SPONSORSHIP & UNDERWRITING

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

eliminating racism
empowering women
ywca
San Diego County

SPONSORSHIP AND UNDERWRITING PACKAGES

HERO SPONSOR: \$10,000

- > 60 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

- > 40 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



YWCA of San Diego County helps nearly 8,300 people annually through a diverse array of gender-inclusive programs for individuals and families overcoming domestic violence and homelessness.

Our **Becky's House® Domestic Violence Programs** provide critical support to help survivors and their children gain immediate safety, recover from trauma, improve their economic status, secure permanent housing and achieve lasting 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, contact Darlene Moreno at 619.239.0355 x225 or dmoreno@ywcasandiego.org. See next page for underwriting opportunities.

SPONSORSHIP AND 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

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



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



| 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 |
| Registrations/tickets | 60 | 40 | 20 | 10 | 30 | 30 | 30 |
| Remarks during program | ✓ | - | - | - | - | - | - |
| Lead the walk | ✓ | - | - | - | - | - | - |
| Walk banner | logo | - | - | - | - | - | - |
| Stage banner | logo | logo | name | - | logo | logo | logo |
| Participant t-shirt | logo | - | - | - | - | - | logo |
| Media backdrop | logo | - | - | - | - | - | - |
| Tote bags | logo | - | - | - | - | logo | - |
| Online corporate profile | ✓ | ✓ | - | - | - | - | - |
| Guest photos | - | - | - | - | logo | - | - |
| Station ID signage | - | - | - | - | logo | logo | logo |
| 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 |
| Start/finish line | logo | logo | logo | logo | logo | logo | logo |
| Items in tote bags | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social media engagement | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

* Limited to one sponsor

** Upon availability