

YWCA
REGINA

WALK A MILE IN HER SHOES

2021 Event Partnerships



CONNECT WITH US

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REGINA, IT'S TIME TO STEP UP AGAIN TO SUPPORT THE YWCA REGINA IN OUR WORK TO SUPPORT WOMEN AND CHILDREN IMPACTED BY VIOLENCE.



Saskatchewan has the highest reported rate of domestic violence and intimate partner homicide of all Canadian provinces, and Saskatchewan's rate of sexual assault is twice the national average. Almost 80% of women accessing YWCA Regina shelters are there as a result of violence. YWCA Regina responds to this need with programs, services, and advocacy crucial to providing women and children with the fundamental right to safety and security.

YWCA Regina is making a difference in the lives of women and children leaving situations of intimate partner and gender-based violence, and we depend on the community to support us along the way.

THE WALK

- 👠 Walk A Mile in Her Shoes is a community-focused fundraiser where we ask our supporters to step up to raise awareness on gender-based violence, with the added challenge of walking in heels.
- 👠 It is a light-hearted way for our walkers to challenge themselves, to learn about the impact of intimate partner violence, and to show their support. Walkers are invited to learn more about the realities of gender-based violence in Saskatchewan while stepping in to their roles as leaders, allies and change-makers.
- 👠 For 2021, the focus will be on our walkers building teams, challenging their own networks to raise money and joining us for a rally and walk at City Plaza on September 16th, 2021.
- 👠 YWCA Regina will also offer the community to walk when they want, where they want, with whomever they want and share their progress online with us on social media in addition to the opportunity created by the YWCA Regina for walkers to gather together to learn and to celebrate their success in person.
- 👠 High heels are encouraged but walkers are invited to wear any footwear that will help them put their best foot forward.



OVER 50%
of Canadian
women have
experienced
ABUSE
or
SEXUAL
VIOLENCE

THE COMMUNITY

The YWCA Regina has hosted this walk since 2017, with hundreds of people donning the red shoe and taking a walk through downtown Regina. Walkers come as individuals, or as part of corporate or community teams. We also invite community leaders from all levels of government, first responder organizations and local organizations to walk as our part of our Community Champions Team or create their very own team.

THE OPPORTUNITY

This walk is a fun and high impact way to connect your organization with the YWCA Regina and with the larger community working to support those impacted by gender-based and intimate partner violence.

STEP UP AS AN EVENT PARTNER

PRESENTING PARTNER \$7000 CONTRIBUTION

- 👣 Event title changed to “YWCA Regina Walk a Mile in Her Shoes Presented By *Presenting Partner Name*”
- 👣 Event logo changed to include the Presenting Partner logo
- 👣 Event logo included on all pre- and post-event marketing materials
- 👣 Recognition in event opening remarks
- 👣 Company logo on event webpage
- 👣 Prominent signage at event
- 👣 Complimentary entry for an 8-member team
- 👣 Opportunity to display in-person or electronically deliver promotional materials to event participants
- 👣 Recognition in the YWCA Annual Report



SUPPORTING PARTNER \$5000 CONTRIBUTION

- 👣 Recognized as “Event supported by *Event Partner Name*”
- 👣 Company logo included on all pre- and post-event marketing materials
- 👣 Recognition in event opening remarks
- 👣 Company logo on event webpage
- 👣 Prominent signage at event
- 👣 Complimentary entry for a 6-member team
- 👣 Recognition in the YWCA Annual Report

WALK PARTNER \$2500 CONTRIBUTION

- 👣 Company logo included on all pre- and post-event marketing materials
- 👣 Recognition in event opening remarks
- 👣 Company logo on event webpage
- 👣 Company logo on signage at event
- 👣 Complimentary entry for a 4-member team
- 👣 Recognition in the YWCA Annual Report

TEAM PARTNER \$1000 CONTRIBUTION

- 👣 Recognition in event opening remarks
- 👣 Company logo on event webpage
- 👣 Company logo on event signage
- 👣 Complimentary entry for a 4-member team
- 👣 Recognition in the YWCA Annual Report

EVENT PARTNER \$500 CONTRIBUTION

- 👣 Company logo on event webpage
- 👣 Company logo on event signage
- 👣 Complimentary entry for a 4-member team
- 👣 Recognition in the YWCA Annual Report

IN-KIND SUPPORT

We are also offering partnerships in exchange for services and supplies that we need to make our event a success. This would include items such as printing, media support, “swag items”, prizes for walkers, food, beverage and rental equipment. Benefits are offered based on value and the impact of contribution to the event.

Please contact us to discuss.

You can also support our registering a team, raising money with a team challenge or by donating to support other walkers.

Follow [@YWCAREgina](https://twitter.com/YWCAREgina) for updates or contact us to discuss how you can support our fundraiser.



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