



WALK A MILE IN **THEIR** SHOES



SPONSORSHIP OPPORTUNITIES

2022 PARTNERSHIP PROPOSAL



Saskatchewan has the highest reported rate of domestic violence and intimate partner homicide of all Canadian provinces, and the rate of sexual assault is twice the national average. Almost 80% of women accessing YWCA Regina shelters are there as a result of violence. In our province, women and gender and sexually diverse individuals are most at risk of experiencing 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.

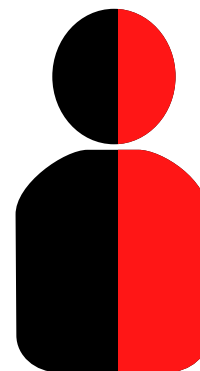
THE WALK

Walk A Mile in Their Shoes is a community-focused fundraiser where we ask our supporters to step up to raise awareness on gender-based violence by participating in a community walk, wearing bright red shoes. Walkers can choose to wear a pair of high heels as an added challenge during the walk.

This is a light-hearted way for walkers to challenge themselves to take on a difficult task and put themselves in someone else's shoes for the walk. The goal is to encourage participants to learn about the impacts of intimate partner violence and gender-based violence in Saskatchewan, and show their support as allies and change-makers.

For 2022, we want to challenge our community leaders to be active change-makers by challenging their networks and communities to join them in raising integral funds and stepping up on walk day. This year's Walk A Mile in Their Shoes Event will take place on Wednesday, September 14, 2022 at City Square Plaza in Downtown Regina.

YWCA Regina will also offer the community the opportunity to walk when they want, where they want, with whomever they want and share their walk with us on social media, in addition to gathering in-person. Regardless of how or where you walk, your support and allyship matters.



**OVER 50% OF
CANADIAN
WOMEN
HAVE
EXPERIENCED
ABUSE OR
SEXUAL
VIOLENCE.**

THE COMMUNITY

YWCA Regina has hosted this walk since 2017, with over 600 people donning a pair of red shoes 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.

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. The enhanced online presence planned for 2020 will also connect the event with an audience beyond the streets of Regina.

THE OPPORTUNITY

We are inviting you to support this incredible community initiative by partnering with YWCA Regina. There are multiple opportunities for partnership to best meet your company's values and goals as a partner.

As a partner, you will have the opportunity for recognition, engagement, involvement that will cement you as a leader in stepping up against gender-based violence in the community.

Please see the following page for all the opportunities to get involved for the 2022 Walk A Mile in Their Shoes event.

STEP UP AS AN EVENT PARTNER

PRESENTING PARTNER \$10,000 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
- Opportunity to give welcoming remarks at event
- Company logo on event webpage
- Prominent signage at event
- Complimentary entry for a 10-member team
- Opportunity to display in-person or electronically deliver promotional materials to event participants
- Recognition in the YWCA Annual Report

SUPPORTING PARTNER \$6,000 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 an 8-member team
- Recognition in the YWCA Annual Report

WALK PARTNER \$2,500 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 \$1,000 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

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 PARTNER

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, prizes for walkers, food and beverage and rental equipment. Benefits are offered based on value and the impact of contribution to the event. Please contact us to discuss.

CONNECT WITH US:

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