



**WALK
TO
MAKE
A
DIFFERENCE**

WHAT IS IT?

Walk a Mile in Her Shoes® 2019 is the “International Men’s March to Stop Rape, Sexual Assault and Gender Violence” in our community. By wearing heels, participating gentlemen are reminded of the pain and circumstances faced by women around the world - and in the El Paso community. This event will support YWCA services for survivors of family violence and sexual assault.

WHO DOES THIS BENEFIT?

Proceeds from Walk a Mile in Her Shoes® fund YWCA housing, individual case management, and advocacy to help women and their children regain stability in their lives and move to self-sufficiency and permanent housing. This event also supports partner organizations who serve survivors of sexual assault and family violence.

ABOUT YWCA

The YWCA is a non-profit organization that has been serving the El Paso region for 110 years. We are dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

QUICK FACTS ABOUT THE 2019 WALK A MILE EVENT:

Who:

The bravest men
from the El Paso
community

What:

Put on heels and walk
a symbolic “mile” for
a good cause.

Where:

Anson 11
Downtown, El Paso

When:

October 17, 2019
4:30PM - Registration
6:00PM - Walk

Why:

To raise awareness of family violence and sexual assault and to raise funds to support local YWCA programs and services for survivors of domestic violence, assault, and other forms of violence or abuse.

FOR MORE INFORMATION

- Contact Kathy Cox, Strategic Engagement Director at k.cox@ywcaelpaso.org
- Call **915.519.0000**

WHO ATTENDS:

In 2018,
317 men
of all ages
participated
in the march

More than 200
family members
and friends
attended to
support

Most participants
were men from
businesses
and corporate
teams

Most arrive
an hour before
the event
and attend
the after party

WHO BENEFITS:

In 2018, YWCA's Sara McKnight Transitional Living Center and Independence House served more than 300 women and children from the El Paso area who were experiencing homelessness, a large percentage of whom were homeless due to family or gender-based violence. YWCA provides case management, advocacy, and education opportunities to help women and their children regain stability in their lives and move toward self-sufficiency and permanent housing. This event also supports partner organizations who serve victims of sexual assault and family violence.



A GOOD VALUE FOR SPONSORS

YWCA WALK A MILE IN HER SHOES®

Is a highly visible event that supports survivors of domestic violence. Sponsors receive exposure via TV, radio, social media and logo placements. Sponsors also benefit from team building and community engagement through employee participation at the event.



Photo courtesy of El Paso Inc.

PRESENTING SPONSOR | \$20,000 +

As a presenting sponsor, your business will receive the following:

- 20 walkers and new shoes
- One drink ticket for first 20 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 20 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media- minimum of 3
- Logo placement on media screens at YWCA locations
- Company thanks in event bags
- Company mentions and logo on e-blasts- minimum of 4
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on fundraising website
- Logo placement on promotional postcard **(date sensitive)**
- Logo placement on event t-shirt **(October 1st deadline)**
- Company mentions or logo in any TV/radio/print advertising prior to event
- Company mentions throughout event
- Prominent logo/banner at after party
- Logo placement on Facebook cover photo
- Company mentions in all media appearances prior to event
- Company representative invited to 1 media interview
- Remarks at opening ceremony and official starter for walk
- Company representative to present top fundraising teams and individuals with plaques during after party

LEADERSHIP SPONSOR | \$15,000

As a major sponsor, your business will receive the following:

- 15 walkers and new shoes
- One drink ticket for first 15 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 15 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Logo placement on media screens at YWCA locations
- Company thanks in event bags
- Company mentions and logo in e-blasts- minimum of 4
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on fundraising website
- Logo placement on promotional postcard **(date sensitive)**
- Logo placement on event t-shirt **(October 1st deadline)**
- Logo placement on any print advertising prior to event
- Company mentions at beginning of event
- Logo/banner at after party
- Logo placement on Facebook cover photo
- Company mentions in all media appearances prior to event





MAJOR SPONSOR | \$10,000

As a major sponsor, your business will receive the following:

- 10 walkers and new shoes
- One drink ticket for first 0 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Logo placement on media screens at YWCA locations
- Company thanks in event bags
- Company mentions and logo in e-blasts- minimum of 2
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on fundraising website
- Logo placement on promotional postcard **(date sensitive)**
- Logo placement on event t-shirt **(October 1st deadline)**
- Company mentions at beginning of event
- Company name on any print advertising prior to event
- Logo/banner at after party

SUPPORTING SPONSOR | \$5,000

As a supporting sponsor, your business will receive the following:

- 10 walkers and new shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Logo placement on media screens at YWCA locations
- Company thanks in event bags
- Company mentions and logo in e-blasts- minimum of 1
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on fundraising website
- Company name on promotional postcard **(date sensitive)**
- Logo placement on event t-shirt **(October 1st deadline)**
- Company mentions at beginning of event
- Company name on any print advertising prior to event





CONTRIBUTING SPONSOR | \$2,500

As a contributing sponsor, your business will receive the following:

- 10 walkers and new shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Company mentions in e-blasts- minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on fundraising website
- Company name on promotional postcard **(date sensitive)**
- Company name on event t-shirt

CORPORATE TEAM | \$1,500

As a corporate team, you will receive the following:

- Ten walkers with new shoes
- One drink ticket per walker



**EXCLUSIVE
SPONSORSHIP
OPPORTUNITIES**



LEAD CAR SPONSOR | \$4,000

As a lead car sponsor, your business will receive the following:

- Provide lead car for walk
- 10 walkers and new shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar (**September 10th deadline**)
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Company mentions in e-blasts- minimum of 1
- Logo placement on event landing page on ywcaelpaso.org
- Company name on promotional postcard (**date sensitive**)
- Company mentions at beginning of event
- Lead car with company banner/logo parked within event footprint during after party

T-SHIRT SPONSOR | \$4,000

As a t-shirt sponsor, your business will receive the following:

- 10 walkers and loaner shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Company mentions in e-blasts- minimum of 1
- Logo placement on event landing page on ywcaelpaso.org
- Company name on promotional postcard **(date sensitive)**
- Logo featured prominently on event t-shirt





STAGE SPONSOR | \$3,000

As a stage sponsor, your business will receive the following:

- 10 walkers and loaner shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Company name in e-blasts- minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on promotional postcard **(date sensitive)**
- Stage naming
- Banner/logo placed prominently on event stage

TENT SPONSOR | \$3,000

As a tent sponsor, your business will receive the following:

- Ten walkers and loaner shoes
- One drink ticket for first 10 walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar **(September 10th deadline)**
- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company mentions on YWCA social media
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Company name in e-blasts- minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on promotional postcard **(date sensitive)**
- Banners placed at main tent entry points





CALENDAR SPONSOR | \$3,000

As a calendar sponsor, your business will receive the following:

- Ten walkers and loaner shoes
- One drink ticket for first ten walkers
- Company participants or logo included in

Walk a Mile in Her Shoes calendar (September 10th deadline)

- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company name on media screens at YWCA locations
- Company thanks and recognition on back of calendar

PHOTOGRAPHY SPONSOR | \$3,000

As a photography sponsor, your business will receive the following:

- Ten walkers and loaner shoes
- One drink ticket for first ten walkers
- Company participants or logo included in

Walk a Mile in Her Shoes calendar (September 10th deadline)

- 10 complimentary copies of Walk a Mile in Her Shoes calendar
- Company name on media screens at YWCA locations
- Company thanks and recognition on back of calendar





BAG SPONSOR | \$2,000

As a bag sponsor, your business will receive the following:

- Ten walkers and loaner shoes
- One drink ticket for first ten walkers
- Company name on media screens at YWCA locations
- Company thanks in event bags
- Logo on event bags



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FINISH



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