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WALK A MILE IN HER SHOES® 2018
YWCA

WHAT IS IT?

Walk a Mile in Her Shoes® 2018 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 more than 109 years. We are dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

QUICK FACTS ABOUT THE 2018 WALK A MILE EVENT:

Who:

The Manliest of 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 18, 2018
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 and family assault.

FOR MORE INFORMATION

- Contact Kathy Cox, Strategic Engagement Director at k.cox@ywcaelpaso.org
- Call 915-519-0000

WHO ATTENDS:

In 2017,
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 2017, 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. 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.



PRESENTING SPONSOR \$20,000 OR HIGHER

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

- Fourteen (14) walkers and new shoes
- One (1) drink ticket for first fourteen (14) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 14 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 on e-blasts – minimum of 4
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on promotional Save the Date postcard (date sensitive)
- Logo placement on event t-shirt
- Logo placement on fundraising website
- Company mentions or logo on any TV/Radio/Print advertising prior to event
- Company mentions throughout event
- Logo placement on Facebook cover photo
- Prominent logo/banner at after party
- Company mentions in all media appearances prior to event
- Remarks at opening ceremony and official starter for the walk



Photo courtesy of El Paso Inc.

MAJOR SPONSOR

\$10,000

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

- Thirteen (13) walkers and new shoes
- One (1) drink ticket for first thirteen (13) walkers
- Company participants or logo included in Walk a Mile in Her Shoes calendar® **(date sensitive)**
- 13 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 on e-blasts – minimum of 2
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on promotional Save the Date postcard **(date sensitive)**
- Logo placement on event t-shirt
- Logo placement on fundraising website
- Logo placement on any print advertising prior to event
- Company mentions at beginning of event
- Logo placement on Facebook cover photo
- Company mentions in all media appearances prior to event



SUPPORTING SPONSOR

\$5,000

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

- Twelve (12) walkers and new shoes
- One (1) drink ticket for first twelve (12) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 12 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 on e-blasts – minimum of 1
- Logo placement on event landing page on ywcaelpaso.org
- Logo placement on promotional Save the Date postcard (date sensitive)
- Logo placement on event t-shirt
- Logo placement on fundraising website
- Logo placement on any print advertising prior to event
- Company mentions at beginning of event



CONTRIBUTING SPONSOR \$2,500

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

- Ten (10) walkers and new shoes
- One (1) drink ticket for first ten (10) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 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 on e-blasts – minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on promotional Save the Date postcard (date sensitive)
- Company name on event t-shirt

CORPORATE TEAM \$1,500

As a corporate team, you will receive the following:

- Ten (10) walkers with new shoes
- One (1) drink ticket per walker

IN-KIND DONOR

Recognition based on level of donation







**EXCLUSIVE
SPONSORSHIP
OPPORTUNITIES**



STAGE SPONSOR

\$3,000

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

- Ten (10) walkers and loaner shoes
- One (1) drink ticket for first ten (10) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 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 name in e-blasts – minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on promotional Save the Date postcard (date sensitive)
- Stage naming
- Banner placed center-stage on event stage

T-SHIRT SPONSOR

\$3,000

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

- Ten (10) walkers and loaner shoes
- One (1) drink ticket for first ten (10) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 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 in e-blasts – minimum of 1
- Company name on event landing page on ywcaelpaso.org
- Company name on promotional Save the Date postcard (date sensitive)
- Logo featured prominently on event t-shirt



CALENDAR SPONSOR

\$2,000

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

- Ten (10) walkers and loaner shoes
- One (1) drink ticket for first ten (10) walkers
- Company participants or logo included in Walk a Mile in Her Shoes® calendar (date sensitive)
- 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 and recognition on back of calendar



BAG SPONSOR

\$1000

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

- Five (5) walkers and loaner shoes
- One (1) drink ticket for first five (5) walkers
- Company thanks in event bags
- Logo on event bags



WALK FOR HER

