



# Walk a Mile in Her Shoes<sup>®</sup>

## Sponsorship Levels

### October 6, 2018

### Institute Park - Worcester, MA

We cordially invite you to become a sponsor of the first annual *Walk a Mile in Her Shoes*<sup>®</sup>. This event is a collaborative fundraiser brought to you by New Hope, Inc. and the YWCA of Central MA to bring awareness to gender based violence in our community.

The event starts with a Walkathon, followed by a performance showcase featuring music and dance and various pieces from domestic and sexual violence survivors. Prizes will be awarded to some walkers and teams for top qualifiers and fundraisers.

Your sponsorship helps defray the cost of organizing the event. Funds received from sponsorships are used to pay for permitting and set up expenses and purchase event materials, t-shirts, awards and refreshments for participants. Any additional sponsorship money after expenses will go toward our overall fundraising goal of \$50,000.

#### **Platinum Sponsorship      \$7,500 and above**

Full color name/logo on official walkathon t-shirt and event web pages. Promotional signage hung from event stage. Business cards, brochures or other items distributed to all registered participants. Official company team banner provided to walk team and carried throughout event. Promotional info table at event. Recognition in press release and all media coverage. Live video interview aired via social media. Opportunity to speak on stage at event.

#### **Gold Sponsorship      \$5,000 and above**

One color name/logo on official walkathon t-shirt and event web pages. Promotional signage hung from event stage. Business cards, brochures or other items distributed to all registered participants. Official company team banner provided to walk team and carried throughout event. Recognition in press release and all media coverage.

#### **Silver Sponsorship      \$1,000 and above**

One color name on official walkathon t-shirt and event web pages. Business cards, brochures or other items distributed to all registered participants. Recognition in press release and all media coverage.

#### **Bronze Sponsorship      In Kind donations and up to \$1,000**

Recognition on event web pages, in press release and all media coverage.

Thank you for your commitment to a community free from violence. We look forward to partnering with you to make this event a huge success!

Contact Gabi with questions or to establish your sponsorship:  
[development@new-hope.org](mailto:development@new-hope.org) or (508)926-9481