



## 2020 SPONSORSHIP PACKAGE

**WE NEED COMMUNITY CHAMPIONS!** As a registered charity, YWCA Muskoka has been funded for over 25 years entirely through project-based grants from government and foundations, special events, corporate donations, third party events, support from service clubs, and individual donations. We are very grateful to our donors and in-kind supporters who see themselves aligned with the YWCA, our collective mission and values that include collaboration, dignity, inclusion and diversity, sustainability and celebrating women.



**For a conversation or more information, please contact YWCA Muskoka at 705-645-9827 or email: [Donna Kearney dkearney@ywcamuskoka.com](mailto:Donna.Kearney@ywcamuskoka.com) or [Laura Sundy lsundy@ywcamuskoka.com](mailto:Laura.Sundy@ywcamuskoka.com)**

## **About YWCA Muskoka**

YWCA Muskoka is a community charitable organization that ***champions positive change for women and girls through education, leadership and advocacy.***

YWCA Muskoka is part of a global movement that envisions all women and girls thriving, and is one of the smaller of 32 YWCA's across Canada. Well known as a 'YW without Walls', Muskoka staff and volunteers take programs and outreach services to people across the large rural region of Muskoka at over 35 partnered locations - designing experiences with and for women, youth and their families to get more people in our communities from crisis to thriving.

We focus on providing youth leadership and education with programs like Girlz Unplugged and Quest; building economic resilience and social capital through Circles initiatives, Getting Ahead, and Women in Business; connecting people through Artfully Aging and Digital Smarts workshops, and innovating as a sustainable and responsive, affirmative learning organization.

## **THANK YOU FOR YOUR SUPPORT!**

You are receiving this because you have most likely already been a sponsor or in-kind donor of one of YWCA Muskoka's special events - the Women of Distinction Awards Gala, Walk a Mile in Her Shoes, or She Talks.

## **Where do you see yourself in 2020?**

We have heard from our corporate and small business sponsors that we need to make our requests earlier and easier as they consider when decisions are being made about marketing, community profile and sponsorship, and planning for the business year. This document attempts to present the YWCA's 2020 key special events and consider where you see your best fit.

**Partner with us to meet our mutual goals to improve our community wellbeing and enhance life for the people of Muskoka.**

## YWCA SPECIAL EVENTS IN 2020



**Sunday, May 31**

Walk a Mile in Her Shoes Muskoka is a family friendly event held in Bracebridge on the last Sunday in May. The event helps raise awareness of gender based violence and how it affects our community. Proceeds support YWCA's violence prevention work - specifically our Boy's Quest program in elementary and secondary schools, and the December 6<sup>th</sup> Fund which provides interest-free loans for women fleeing domestic violence.



**Friday, August 21**

First held in 2019, She Talks Muskoka takes a page from our sister YWCA Cambridge and invites six key women to share their stories of tenacity and grit that will undoubtedly change your life. Held in the beautiful Algonquin Theatre, the event is intended to inspire, uplift and challenge audience members.



**October (date tbc)**







The prestigious Women of Distinction Awards are presented annually by YWCA's across Canada to celebrate the achievements of women and provide a platform to share their stories in a way that empowers, inspires and motivates others to learn, achieve and participate.








Over **260** women from Muskoka have been nominated since 2002. Proceeds support YWCA activities year round and across the region.

# LEVELS OF 2020 SPONSORSHIP

## ALL SPONSORS WILL RECEIVE CORE BENEFITS:

- Onstage recognition at the event
- Recognition as sponsors in event program (She Talks/WOD only)
- Recognition in promotional event materials and on social media
- Recognition on YWCA Muskoka website with a hyperlink to your business
- Permission to add "Proud Supporter of YWCA Muskoka" to your website and social media

	Walk A Mile	She Talks	Women of Distinction
<b>\$3000 – Presenting Sponsor</b> (1 opportunity / Event) <ul style="list-style-type: none"> <li>- Exclusive recognition at the event</li> <li>- Exclusive speaking opportunity during opening remarks</li> <li>- Designated presenter of award or guest speaker</li> <li>- 4 complementary tickets (WOD/She Talks)</li> </ul>			
<b>\$2500 – Resonator Sponsor</b> (1 opportunity) <ul style="list-style-type: none"> <li>- Host a table for 8 young women to attend the Gala</li> <li>- 2 invitations to the Nominees Reception</li> <li>- 2 complementary Gala tickets</li> </ul>			
<b>\$2000 – Nominees Reception Sponsor</b> (1 opportunity) <ul style="list-style-type: none"> <li>- Exclusive speaking opportunity during opening remarks at reception (JULY)</li> <li>- 2 invitations to Nominees reception</li> <li>- 2 complementary Gala tickets</li> </ul>			
<b>\$1000 – Amplifier Sponsor</b> (1 opportunity) <ul style="list-style-type: none"> <li>- You and a guest are invited to attend the pre-event dinner with She Talks speakers</li> <li>- 2 complementary She Talks tickets</li> </ul>			

	Walk A Mile	She Talks	Women of Distinction
<b>\$1000 – Champion Sponsors</b> (4 opportunities) <ul style="list-style-type: none"> <li>- Sponsor an award category and present to recipient onstage</li> <li>- 2 invitations to Nominees reception</li> <li>- 2 complementary Gala tickets</li> </ul>			
<b>\$1000 - Tee Shirt Sponsor</b> (1 opportunity) <ul style="list-style-type: none"> <li>- Exclusive opportunity for logo placement on walkers tee shirts</li> </ul>			
<b>\$500 – Program Sponsor</b> <ul style="list-style-type: none"> <li>- Dedicate your sponsorship to a YWCA program of your choice. Visit <a href="http://www.ywcamuskoka.com">www.ywcamuskoka.com</a> for a full listing.</li> <li>- 1 complimentary ticket (WOD/She Talks)</li> <li>- Logo in program (WOD/She Talks)</li> </ul>			
<b>\$200 – Friend Sponsor</b> <ul style="list-style-type: none"> <li>- Logo in program (WOD/She Talks)</li> <li>- Lifetime membership to YWCA Muskoka</li> </ul>			
<b>Media Sponsorship</b> We value our media partners – please contact us directly for opportunities.			
<b>Raffle / Silent Auction / In-Kind Sponsorship</b> We welcome opportunities to highlight your business in Muskoka!  Charitable tax receipts and business advertising receipts are available upon request			

**For a conversation or more information, please contact YWCA Muskoka at 705-645-9827 or email: Donna Kearney [dkearney@ywcamuskoka.com](mailto:dkearney@ywcamuskoka.com) or Laura Sundy [lsundy@ywcamuskoka.com](mailto:lsundy@ywcamuskoka.com)**

***Thank You - Your sponsorship makes a world of difference!***