

SPONSORSHIP PACKAGE

SASC VIRTUAL HALLOWEEN
FUN RUN!
SATURDAY, OCTOBER 24, 2020

The Sexual Assault Support Centre of Waterloo Region invites you to join us as a sponsor of our Virtual Halloween Fun Run!





**SASC VIRTUAL HALLOWEEN
FUN RUN!
SATURDAY, OCTOBER 24, 2020**



This exciting event will take place on Saturday, October 24, 2020. Participants will be challenged to sign up, collect pledges and run, walk or roll 5K in their Halloween best!! Participants can choose their own run route, and join in on the fun from anywhere in the world. Here are some more highlights:

- Participants raising \$100 or more will qualify for a Run Kit with sponsor-branded swag, a ballot to enter a prize draw, and more goodies. Youth participants need only raise a \$50 minimum and will receive a special Kids Run Kit!
- We will have prize challenges leading up to the main event to engage our participants and grow support.
- We will highlight our sponsors in a variety of ways – on social media, through our website, and on sponsor branded swag!
- On Run Day, we will have a Facebook Live Launch at 12:00 p.m., hosted by our Executive Director.
- Using the hashtag **#SASCFunRun**, we will flood social media on Run Day with fun images of participants as they run across our region and beyond, all in the spirit of raising funds for local survivors of sexual violence.

ABOUT SASC

For more than 30 years, SASC has been a place of healing and hope for survivors of sexual violence in Waterloo Region.

We provide wrap-around support including counselling, support groups/workshops, and accompaniments to court, the hospital, and the police station. We're available any time of the day or night through our 24-Hour Support Line. We support all genders, 16 years of age and older, who have experienced sexual assault at any point in their lives. We advocate at the individual and systemic levels to create change.

WHY WE NEED YOUR HELP

We're there when someone has experienced the darkest time in their life. But, today there is a challenge we are facing...

This year, due to restrictions caused by COVID-19, we made the hard decision to cancel our annual gala, our biggest fundraising event of the year (our gala raised \$43,000 in 2019).

Although we plan to hold our gala again when it is safe to do so, we are dedicated to fundraising in a new way that is safe, fun and innovative...because local survivors urgently need our community's support.

In the post-#MeToo era, and with the increased challenge of a global pandemic, we've been flooded with calls for support. The demand for our services has exploded. Five years ago, 40 survivors on our wait list was a crisis; now we have 140. It's our new normal.

As a Sexual Assault Support Centre, we wrap survivors in community care. We walk beside them on their journey. Our support is free and doesn't come with time limits.

For over thirty years our motto's been "You are NOT alone." In the post-#MeToo era, we need your help to say this with confidence to survivors.

HOW YOU CAN HELP

Sponsorships are greatly appreciated! Your support can include cash sponsorships ranging from \$500 to \$4000 dollars or an in-kind donation.

Sponsorship contributions assist with media and marketing costs, and help us to cover event-related expenses.

As a sponsor, we'll be promoting your company as one that invests in the people who live in our community. See the information sheet attached for sponsorship options!

CONTACT:

Laura Hill, Development and Communications Coordinator
donations@sascwr.org / 519-571-0121 ext. 112



SPONSORSHIP OPPORTUNITIES



THANK YOU!

Together, we can make a difference.

We invite you to join us as a sponsor of our Virtual Halloween Fun Run! Please complete the application form on the next page.

	SPONSORSHIP LEVELS					
	Friends of SASC	Bronze	In Kind/ Media Sponsor (\$2000+)	Silver	Gold	Platinum
Logo on website and registration page	✓	✓	✓	✓	✓	✓
Social media shoutout	✓	✓	✓	✓	✓	✓
Logo on Poster		✓	✓	✓	✓	✓
Logo on additional printed literature		✓	✓	✓	✓	✓
Logo on Tote Bag		✓	✓	✓	✓	✓
Logo on Running Bib		✓	✓	✓	✓	✓
Free Registrations (Run Kit included, no minimum fundraising required)			2	4	8	16
Ad on website					✓	✓
SASC will share your pre-recorded best wishes to our participants on social media during Run Day!						EXCLUSIVE



SPONSORSHIP APPLICATION

The Sexual Assault Support Centre of Waterloo Region invites you to join us as a sponsor of our 2020 fundraising event: Virtual Halloween Fun Run!

Your Name: _____

Company: _____

Address: _____

City/Town: _____

Province: _____ Postal Code: _____

Email Address: _____

Phone Number: _____

- Preferred sponsorship level (please select one):
- Friends of SASC / \$500
 - Bronze Sponsor / \$1000
 - In Kind or Media Sponsor / \$2000+
 - Silver Sponsor / \$1500
 - Gold Sponsor / \$2500
 - Platinum Sponsor / \$4000

Your completed form and company logo can be emailed to:

donations@sascwr.org

Cheques can be mailed or dropped off to:

151 Frederick Street, 3rd Floor, Kitchener Ontario, N2H 2M2



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