

YWCA GOLDEN GATE SILICON VALLEY

**WALK
A MILE
IN THEIR SHOES**



*Engagement
Opportunities*

THURSDAY, JUNE 22, 2023

5:00 - 7:30 P.M.

SANTANA ROW

Let's walk together!

**eliminating racism
empowering women**

ywca

Golden Gate Silicon Valley

BIT.LY/WALKINTHEIRSHOES23



LET'S WALK TOGETHER TO END VIOLENCE

Each year, YWCA Golden Gate Silicon Valley hosts Walk a Mile in Their Shoes – a light-hearted event to raise awareness about a serious issue, sexual assault and domestic violence. Funds raised provide critical and life-saving support to survivors. Individuals from all walks of life, including business leaders, elected officials, professionals, educators, and students join together and walk a mile to demonstrate their support for YWCA Golden Gate Silicon Valley's important work and commitment to ending violence.

ABOUT YWCA

YWCA Golden Gate Silicon Valley is on a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. For over 140 years, your YWCA has been meeting our community's most pressing needs. We are one of the first multiservice agencies in the Bay Area, and have three priority service areas:



Empowering people and communities in healing from and preventing the trauma of violence, bigotry and racism.



Achieving solutions to homelessness for survivors of violence.



Inspiring opportunity and economic security by closing the prosperity and education gap.

Your YWCA is rooted in our Theory of Change which requires a continuum of response to the challenges of racism, sexism, and gender-based violence. That's why we offer direct services to meet immediate needs, issue education to change hearts and minds in our local communities, and legislate advocacy to change the rules and systems in order to achieve greater equity and justice for all.



START A TEAM!

- Start a team and invite your colleagues, friends, and family.
- Each participant will have their own individual fundraising page.
- Awards will be given for biggest team and top fundraisers.

We can help mobilize the recruitment of your team! Invite Your YWCA to your workplace or organization to provide a presentation about the event and the impact in the community. Please contact Claire Huang at chuang@yourywca.org, if you are interested in scheduling a presentation.

DEMONSTRATE YOUR COMMITMENT TO ENDING VIOLENCE

By joining, you'll demonstrate your commitment to ending violence against women and all survivors. This important issue resonates now more than ever.

ENGAGE EMPLOYEES AND OTHER STAKEHOLDERS

Walk a Mile in Their Shoes offers great opportunities for employee engagement and team building—we will work with you to promote and encourage employee participation in a way that is meaningful to you and your team.

DON'T MISS THIS ONE-OF-A-KIND OPPORTUNITY!

Hundreds of walkers are expected, including business leaders, athletes, entertainers, professionals, elected officials, educators, and students.

SPONSORSHIP OPPORTUNITIES

BE PART OF THE BUZZ Walk a Mile in Their Shoes is a highly publicized event and typically receives coverage from a variety of print and televised media outlets. The event sparks exceptional social media presence through participant engagement before, during, and after the event. Sponsors will be at the center of our social media conversations reaching thousands using **@YourYwca** and **#walkthetalk**.

	PRESENTING SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	BRONZE SPONSOR \$2,500
Registration for individuals to walk	50 individuals	40 individuals	20 individuals	10 individuals
Recognition of sponsorship level via signage and promotional materials and featured on event website (Corporate logo with link)	★	★	★	★
Recognition given during opening remarks	★	★	★	★
Recognition as event sponsor on YWCA social media channels (8,000+ followers) and e-blasts (17,000+ subscribers)	★	★	★	★
Opportunity to distribute promotional materials in participant swag bag	★	★	★	—
Reserved meeting area for your group to convene	★	★	★	—
Company recognition at an event activation to be selected by sponsor in partnership with YWCA (when confirmed by May 30)	★	★	—	—
Opportunity for company executive to lead the start of the walk with YWCA CEO	★	—	—	—
Opportunity to provide executive quote in event press release	★	—	—	—
Company logo on event T-shirt <i>when confirmed by May 12</i>	★	—	—	—

To sponsor or request additional information please contact Claire Huang at chuang@yourywca.org.

Ask us about custom packages and partnership opportunities