

Susan B. Anthony Project

SAFETY • HEALING • GROWTH



Walk a Mile in Her Shoes®

Walk a Mile in Her Shoes® is an international men's march where men and boys lead the way on the road to end sexual and domestic violence. Created by men, the Walk gives participants the opportunity to get their communities talking about a difficult subject while increasing awareness of the problem, offering opportunities for healing, and demonstrating men's willingness to walk with women and children as allies, advocates, and survivors.

DATE: Sunday, May 19, 2024

TIME:

9:00 am - 10:30 am

10:30 am - 11:30 am

LOCATION:

The Green, Litchfield, CT (*Walk*)

Tapping Reeve Meadow (Post-*Walk* celebration)

AUDIENCE:

Spectators from Litchfield County and beyond come together to support 200+ participants as they walk a literal mile in "her" shoes.

MEDIA EXPOSURE:

Company recognition is included on event promotional materials, including print promotions, radio ads, email blasts, social media feeds, website, Susan B. Anthony Project newsletter, event promotion, and signage.

SPONSORSHIP OPPORTUNITIES:

Multiple levels of sponsorship are available: **Agency - \$5,000; Gold - \$2,500; Silver - \$1,000; and Bronze - \$500.** Each opportunity includes benefits as well as options for customization to meet diverse marketing needs. Please see sponsorship matrix on reverse for more information.

ABOUT SUSAN B. ANTHONY PROJECT:

Susan B. Anthony Project (SBAP) works tirelessly to prevent the spread of interpersonal violence in our community. Founded in 1983, SBAP is a nonprofit 501(c)(3) that provides domestic violence and sexual assault crisis services and prevention education to people of all backgrounds living in twenty towns in the northwest corner of Connecticut. All services are confidential and completely free of charge. Last year, SBAP provided:

- Emergency shelter and transitional housing for 52 adults and 38 children
- Response to 2,437 requests for crisis intervention via our 24/7 crisis line
- Court advocacy for victims in civil and criminal court an average of 160 times each month
- Outreach and prevention education programs to over 1,800 children, teens, and adult community members

For more information, to register yourself or a team, or for other ways to get involved, please visit <https://sbaproject.org/walkamile/>.

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SPONSORSHIP LEVELS	AGENCY \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$500
Company logo & name recognition on all promotional materials	Logo	Logo	Logo	Name
Company logo on event t-shirt	✓	✓	✓	✓
Company website hyperlink on SBAP event webpage	✓	✓	✓	✓
Social media recognition & post	Featured post	Featured post	Featured post	Group post
Verbal recognition at event	✓	✓	✓	✓
Support and resources available for hosting company-wide team walk	✓	✓	✓	✓
Employee engagement opportunities (including customized professional development and volunteer opportunities)	✓	✓	✓	✓
Ad in event program	Back cover, inside cover, or full page	Full (5 x 8)	Half H (5 x 3 ³ / ₄) V (2 ³ / ₈ x 8)	Quarter H (5 x 1 ³ / ₄) V (2 ³ / ₈ x 3 ³ / ₄)
Company promotional item included in Walker “swag bags”	✓	✓	✓	✓
One-tenth of a mile marker along event course	✓	✓	✓	
Individual event signage	✓	✓		
Company recognition on SBAP website homepage	✓	2 weeks		
Personalized sponsorship acknowledgment suitable for display	✓			
Company spotlight in SBAP newsletter	✓			

Each package includes customization support to help you meet your marketing objectives. For more information, please contact SBAP Business Development Associate, Ashley Cerruto: acerruto@sbaproject.org or 860-489-3798