

9.23.2023

# SPONSORSHIP INFORMATION





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## PUT YOURSELF IN HER SHOES <sup>TM</sup>

Since 2001, men, women, and their families around the world have joined award-winning Walk a Mile in Her Shoes®: The International Men's March to Stop Rape, Sexual Assault & Gender Violence. It is a dramatic opportunity to raise awareness in every community about the serious causes, effects, and remediations to men's sexualized violence.

STAR began presenting the Walk in Alaska in 2008 on the University of Alaska Anchorage campus. It has also been held at the 5th Avenue Mall, University Center, Dimond Center, and Cuddy Park. This year we're bringing it back to the Dimond Center in hopes for more participation and less worry about unpredictable weather and other environmental conditions.







# STAR

SEXUAL TRAUMA PREVENTION & RESPONSE

## ABOUT STAR

Since 1978, STAR has been responding to the needs of survivors of sexual assault, while integrating prevention and education programs with a goal of reducing harm to all Alaskans.

All STAR services for Survivors are free of charge.

Our mission is to prevent sexual trauma and provide comprehensive, collaborative crisis intervention, advocacy, and support to victims/survivors, their families, and our communities, with the long term goal of ending sexual violence in Alaska.

If you or someone you know has experienced sexual assault and needs support, we are here 24/ 7/365.





# EVENT DETAILS



## September 23, 2023

To expand our reach and participation, we have moved the Walk to the month of September. We hope this will make the event more convenient for construction workers, outdoor enthusiasts and fisherfolk.



## Dimond Center

With over 50 stores, there's something for everyone at Alaska's favorite shopping center. After the Walk, we invite you to cruise the mall for a bite to eat, do some back to school, gear up for winter, or start your holiday shopping!



## Timeframe: 11:00 a.m. - 1:30 p.m.

Check-in and registration will begin at 11:00 a.m., Opening Ceremony at 11:45, and the Walk will kick off at noon. Awards and closing remarks will take place at 1:00 p.m.

## Use of Funds



STAR provides crisis intervention, medical and court accompaniment and ongoing support services for individuals in our community who are impacted by sexual violence, while we strive to reduce sexual assault and abuse in Alaska through Prevention and Education Programs.

# FUNDRAISING GOALS

## ✓ RAISE \$20,000

For STAR's crisis response services, ongoing support for our clients, and prevention & education programs.

## ✓ Engage new participants

We aim to make this event bigger and better every year by recruiting more walkers to help raise awareness about sexual assault and to support survivors. It is also an opportunity to educate others about the importance of consent, healthy relationships, and bystander intervention.

## ✓ Strengthen Community Relationships

We are all in this together! By engaging more of our neighbors and businesses, we can do even more to provide support and resources, hold perpetrators accountable, and create a culture of consent and respect. This can lead to a safer, healthier, and more equitable community for everyone.





# MARKETING



## Social Media

This event will be promoted on all of our social media platforms which include Facebook, Instagram, Twitter and YouTube.



## Email Marketing

Walk a Mile in Her Shoes will be promoted in STAR's June, July and August e-newsletters in addition to two event-specific emails to approximately 2,000 subscribers.



## Radio Advertising

Public Service Announcements will air on local radio stations.



## Local Media Coverage

Since this is such a fun, highly visual event, we can always count on local TV news outlets to cover the action.



## Collaborate With Other Non-profits

Each year, we invite our non-profit partners to promote relevant campaigns and events by setting up tables and waving signs.

# SPONSORSHIP



**Each package includes customization support to help you maximize your marketing objectives.**

Sponsor Benefits	Presenting \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Event billed as Walk a Mile in Her Shoes® brought to you by (your business name)	X			
Printed promotional materials feature your logo (posters, flyers)	X	X		
Verbal recognition during Walk Welcome Ceremony	X	X	X	X
Table at the event	X	X	X	X
Media recognition in pre and post event press releases	X	X	X	
Social media recognition and links as event sponsor	X	X	X	
Full color logo & link to your website in STAR's July & August e-newsletters to 2,000 contacts	X	X		
Business name listed in July & August e-newsletters			X	X
Full color logo on vinyl banner onsite on event day	X	X	X	
Business name listed on vinyl banner onsite on event day				X
Logo placement on event website with link to your website	X	X	X	X
Community Supporter listing in STAR's Annual Report	X	X	X	X
Registration fee waived	All team members	10 team members	5 team members	2 team members



# EVENT BUDGET

Bringing the event back indoors will decrease our expenses by saving on venue rental, permits and other logistics.

## REVENUE

Source of Funds	Amount
Corporate Sponsorships	\$12,000
Registration Fees	\$2,000
Peer-to-Peer Donations	\$8,000
<b>Total</b>	<b>\$22,000</b>

## EXPENSES

Item	Amount
Advertising	\$1,400
Trophies	\$100
Event Supplies	\$500
<b>Total Expenses</b>	<b>\$2,000</b>

# PREVIOUS EVENT SPONSORS



Quality Transmission Service LLC







# CONTACT INFORMATION

## Office

(907) 276-7279

## 24/7 Crisis Line

(907) 276-7273 or (800) 478-8999

## Website

[www.staralaska.com](http://www.staralaska.com)

## Email

[star@staralaska.com](mailto:star@staralaska.com)

## Address

1057 West Fireweed Lane, Suite 230  
Anchorage, AK 99503

