



Dear Friend of Crisis Services:

***“You never really know a man until you understand things from his point of view, until you climb into his skin and walk around in it.” - Harper Lee, To Kill A Mockingbird***

How do you experience empathy? Truly seeing the world through someone else’s eyes? For the 12<sup>th</sup> year in a row, Crisis Services invites you to Walk A Mile in Her Shoes®. Part of the global awareness march of the same name, Buffalo’s Walk A Mile® invites members of our community to come together to help raise understanding about impacts of rape, sexual assault and gender violence.

Walk A Mile® has always been a day of positivity, comradery, and most important, fun! Though the issues are serious the mission of the march is to unite the community.

Crisis Service’s Advocate Program is our community’s New York State Department of Health-designated Rape Crisis Center and a New York State Approved Non-Residential Domestic Violence Service Provider. We provide case management and therapy services for survivors of domestic, family, and gender violence, elder abuse, and sexual assault. Our Advocates also provide on-demand support, referrals and advocacy for survivors at all eleven hospitals in Erie County -- 24 hours a day, 7 days a week.

Walk A Mile® would not be possible without the generous support of our local business community and I’d like to invite you to be a part of the excitement and support the Crisis Services mission at the same time. We sincerely hope we can count on you to once again be a sponsor. Your previous philanthropy has had a meaningful impact on our ability to carry out the mission of Crisis Services.

The 12<sup>th</sup> annual Walk A Mile® will take place on Sunday, April 30<sup>th</sup> from 12:00 – 3:00 pm starting in the parking lot of Crisis Services, 2969 Main St. at Hertel with a celebration full of activities and fun. The walk itself will start promptly at 1:00 pm, heading ½ mile down Hertel Avenue to Starin and ending back at Crisis Services.

I am enclosing the sponsorship levels and benefits. Please consider helping out with this very important awareness and fund raising event. For more information on the event, go to [www.crisisservices.org](http://www.crisisservices.org) or **call me at 831-4455**. We look forward to hearing from you!

Sincerely,

Robyn Wiktorski-Reynolds  
Director, Crisis Services’ Advocate Program





## Walk a Mile® Sponsorship Packages

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### **Media Partners**

Instead of cash support, media partners are asked to provide promotional assistance through print or online, video and/or audio advertisements.

Media partners are also invited to encourage their own advertisers to support Walk a Mile® as cash sponsors. This unique opportunity brings added value to an advertising relationship and allows the advertiser to not only leverage their existing marketing budget but also create new cross-promotional initiatives between the advertiser, their media of choice, and the **Walk a Mile®** event.

### **Platinum Stilettos Sponsor - \$3,000**

Presenting Sponsorship – only one available

- Opportunity to have your own table at the event.
- Opportunity to distribute samples or promotional materials to Walk a Mile® participants & guests
- Opportunity to make welcoming remarks at the event
- Display own signage at the event start & turnaround checkpoint
- Name or logo on all invitations and promotional materials
- Logo & link on event website
- Logo on event backpack
- Recognition by name during welcoming remarks at the event
- Logo displayed on Walk a Mile® signage at the event

### **Gold Pumps Sponsor - \$2,000**

Major Sponsorship – only three available

- Display own signage at the event start & turnaround checkpoint
- Name or logo on Invitations and promotional materials
- Logo & link on event website
- Logo on event backpack
- Recognition by name during welcoming remarks at the event
- Logo displayed on Walk a Mile® signage at the event

### **Silver Sandals Sponsor - \$1,000**

Major Sponsorship – only six available

- Logo & link on event website
- Name on event backpack
- Recognition by name during welcoming remarks at the event
- Name displayed on Walk a Mile® signage at the event

### **Bronze Booties Sponsor - \$500**

- Name on event website
- Recognition by name during welcoming remarks at the event
- Name displayed on Walk a Mile® signage at the event

### **Honorary Heel - \$250**

- Recognition by name during welcoming remarks at the event
- Name displayed on Walk a Mile® signage at the event

For more information on any of the sponsorships, please contact, Judy Caraotta, 831-4467, [jcaraotta@crisisservices.org](mailto:jcaraotta@crisisservices.org) OR Robyn Wiktorski-Reynolds, 831-4455, [rwr@crisisservices.org](mailto:rwr@crisisservices.org)

Checks can be made out to "Crisis Services Advocate Program". All donations are tax deductible.




























## Walk a Mile in Her Shoes® Sponsorship Packages

Sponsors of Walk a Mile in Her Shoes® gain important exposure while helping offset the cost of producing the event — and we ensure that all proceeds raised by participants go directly to support the Advocate Program at Crisis Services. More than 500 participants and volunteers will see your organization at the event in addition to the many thousands more who will see your name or logo attached to the Walk a Mile in Her Shoes® websites, social media pages, E-mail messaging and other print or electronic communication.

Gender-based violence does not just affect women. It affects the men who care about them, their families, their friends, their coworkers, and their communities. ***Become a sponsor today!***

Sponsorship Benefits	Platinum Stilettos (\$3,000)	Gold Pumps (\$2,000)	Silver Sandals (\$1,000)	Bronze Booties (\$500)	Honorary Heels (\$250)
Opportunity to distribute samples or promotional materials to <b>Walk A Mile in Her Shoes®</b> participants					
Opportunity to make welcoming remarks at the event					
Display own signage at the event Start/Finish line and at Turnaround Checkpoint					
Logo on Invitations and promotional materials and links in electronic communications					
Logo & link OR name on event website	Logo & link 	Logo & link 	Logo & link 	Name 	
Logo OR Name on Event Backpack (deadline: April 1)	Logo 	Logo 	Name 		
Recognition by name during welcoming remarks at the event					
Name or logo displayed on <b>Walk a Mile in Her Shoes®</b> signage at the event					





# Walk A Mile in Her Shoes® 2017

## Sponsorship Response Form

Yes, we will be a sponsor for Walk A Mile in Her Shoes® in support of Crisis Services Advocate Program at the following level (check one below)

- Platinum Stiletto Sponsor— \$3,000**
- Gold Pumps Sponsor— \$2,000**
- Silver Sandals Sponsor — \$1,000**
- Bronze Booties Sponsor — \$500**
- Honorary Heels Sponsor — \$250**

Please make checks payable to **Crisis Services Advocate Program**  
and send payment with this form to:

Crisis Services  
Walk A Mile 2017  
2969 Main Street  
Buffalo, New York 14214

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

**Or send response by email to Judy Caraotta at [jcaraotta@crisisservices.org](mailto:jcaraotta@crisisservices.org) indicating sponsorship level requested and digital version of logo**

