



## Harbor House Domestic Abuse Programs 2021 Sponsorship Opportunities

HAVEN • HELP • HOPE

Event sponsorships are an essential to our daily operations. Not only do our sponsors provide monetary support, they also provide awareness, attract new audiences and help us to engage new communities of people.

We are excited to have our complete list of 2021 sponsorship opportunities ready to present before the start of the year! In this packet you will find an overview of our 2021 events, a sponsorship impact report, a list of sponsorship levels and benefits for each event and a commitment form for your sponsorship selection(s).

Thank you for your support of our mission and to ending domestic violence in our community!

### **Ultimate FundRACER - April 17, 2021**

Introducing Harbor House's first Ultimate FundRACER! Based on the TV show the Amazing Race, our Ultimate FundRACER will be a service-area challenge race that includes 10 challenges throughout Outagamie and Calumet Counties. Challenges will combine physical, mental, and comical tasks to complete to get a clue to the next clue with all teams racing to be the first team to turn on the Harbor House beacon of light and get win a prize packaged valued at over \$1,000! See more at: [www.harborhousewi.org/ultimate-fundracer](http://www.harborhousewi.org/ultimate-fundracer)

### **Calumet County Candlelight Vigil - October 1, 2021**

October is Domestic Violence Awareness Month. It is a month in which we take time to honor and remember individuals who have lost their lives or have had their lives dramatically impacted by domestic violence. Organized through its Calumet County Outreach Program, Harbor House's Candlelight Vigil provides the community an opportunity to come together to create awareness of domestic violence.

See more at: [www.harborhousewi.org/candlelight-vigil](http://www.harborhousewi.org/candlelight-vigil)

### **Purple Porch Project - October 2021**

October is Domestic Violence Awareness Month - for the month of October. For the month, we ask our community to switch out their porch light(s) with purple bulbs and/or add purple outdoor lights (flood lights, string lights, etc.) This event offers an easy way for people and businesses to show their support of survivors of domestic violence and to spread awareness.

See more at: [www.harborhousewi.org/purpleporchproject](http://www.harborhousewi.org/purpleporchproject)

### **Illuminate - October 18-22, 2021**

Harbor House's premier online event. Join us for a week-long journey as a survivor brings her own story into the light and shares her hope for the future. We were inspired by the generosity of our community, in 2020, we raised over \$15,000 and brought on a number of new monthly donors. This event provides our busy supporters an opportunity to be a part of an impactful event from home, work or even on the go.

See more at: [www.harborhousewi.org/illuminate](http://www.harborhousewi.org/illuminate)

## SUPPORTING CHILDREN + YOUTH

99%

had a family safety plan put in place

97%

could demonstrate something they liked about themselves after two or more meetings with an advocate

96%

demonstrated healthy coping skills as a result of meeting two or more times with an advocate

## STRENGTHENING WOMEN

90%

had an improved sense of self-worth.

89%

expressed feeling less fearful and more secure after meeting with an advocate

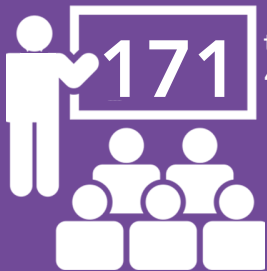
94%

report increased knowledge of how domestic violence affects their lives as a result of receiving services

## COMMUNITY OUTREACH

10,000+

K-12 students received our healthy relationship message



171 trainings reached 4,839 people

## DOMESTIC VIOLENCE INTERVENTION PROGRAM

204

assessments given in 2019

72%

of participants that attended Victim Impact Panel in 2019 reported learning new information about the effects of violence on children

In 2019, Harbor House served 1,575 individuals, including 1,048 women and 467 children.

## SAFE HAVEN

525

people accessed our safe shelter



19,740

days of care provided

## HELPLINE



34

calls were taken on average per day

12,498

calls were taken on our 24/7 helpline in 2019

71



individuals reached out for help through Facebook messenger in 2018



# THE ULTIMATE FUNDRAISER












## SPONSORSHIP LEVELS & BENEFITS

	Presenting Sponsor \$15,000 - (Limit 1)	Fuel Sponsor \$7,500 - (Limit 2)	Challenge Sponsor \$5,000 - (Limit 5)	Swag Sponsor \$2,500 - (Limit 3)	Wishlist Sponsor \$1,000 - (Limit 5)	Race Sponsor \$500
Company representation prominently next to event logo on all marketing pieces	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on mailer and posters promoting event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company logo on road snack bags	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company representation and logo at your challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company logo on all swag pieces (car magnets, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company representation on Harbor House Wishlists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Recognition on event website	Logo	Logo	Logo	Logo	Name	Name
Social media recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary Team Registration (a team may have up to 5 people)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

To register for your sponsorship, please visit:  
[www.harborhousewi.org/ultimate-fundraiser](http://www.harborhousewi.org/ultimate-fundraiser)

## SPONSORSHIP LEVELS & BENEFITS

# PURPLE PORCH PROJECT

		Presenting Sponsor \$5,000 - (Limit 1)	Light Bulb Sponsor \$3,000 - (Limit 2)	Yard Sign Sponsor \$2,000 - (Limit 2)	Awareness Sponsor \$1,000	Light Sponsor \$500
Company representation prominently next to event logo on all marketing pieces						
Logo on printed marketing pieces						
Name on printed marketing pieces						
Recognition on event website	Logo	Logo	Logo	Logo	Name	
Social media recognition						
Complimentary Purple Porch Project Kits	150	100	80	50	25	

## SPONSORSHIP LEVELS & BENEFITS

# Illuminate

## **Presenting Sponsor - \$3,000**

Supports the creation of the survivor story video series and other content needed for our Illuminate online event. This video series is emailed to over 7,000 people and is shared on our Facebook and YouTube pages with includes over 3,500 followers. This sponsorship would be recognized as the Illuminate Presenting sponsor on our event webpage, social media and print materials for Illuminate.

## **Social Media Sponsor - \$1,000**

This sponsorship opportunity would support the promotion of our Illuminate campaign on our social media platforms (Facebook, Instagram, Pinterest) by providing the funds for us to boost and sponsor the videos we create for the campaign. This sponsor would get recognition on our event webpage and on our social media platforms.

# Calumet County Candlelight Vigil

## **Presenting Sponsor - \$2,000**

Supports the planning, technology, and implementation of our Calumet County Candlelight Vigil. As the presenting sponsor your logo will appear on all marketing pieces promoting the campaign as well as recognition during the program. This event streams live on Facebook and was viewed in 2020 by over 5,500 people within the first week of it being posted.

### ULTIMATE FUNDRACER SPONSORSHIPS

- Presenting \$10,000
- Fuel \$7,500
- Challenge \$5,000
- Swag \$2,500
- Wishlist \$1,000
- Race \$500

Logo due by February 12, 2021 to be placed on printed marketing pieces

### ILLUMINATE SPONSORSHIP

- Presenting \$3,000
- Social Media \$1,000

Logo due by August 27 to be placed on invite and printed marketing pieces

### PURPLE PORCH SPONSORSHIPS

- Presenting \$5,000
- Light Bulb \$3,000
- Yard Sign \$2,000
- Awareness \$1,000
- Light \$500

Logo due by August 13, 2021 to be placed on invite and printed marketing pieces

### CALUMET CO. CANDLELIGHT VIGIL SPONSORSHIP

- Presenting \$2,000

Logo due by August 27, to be placed on invite and printed marketing pieces

Company Name <i>(List as it should be printed in marketing materials.)</i> – Check if you are an individual sponsor. <input type="checkbox"/>			
Company Contact	Title		
Street	City	State	Zip
Email	Phone	work: <input type="checkbox"/> mobile: <input type="checkbox"/>	

Amount Enclosed \$ \_\_\_\_\_ or Please bill us for our selection

#### Please return form to:

Harbor House Domestic Abuse Programs, 720 Fifth Street Appleton, WI 54914

**Questions, logo and ads:** Please contact Morgan Kirchenwitz at 920.955.9114 or [morgan.kirchenwitz@harborhousewi.org](mailto:morgan.kirchenwitz@harborhousewi.org)

*Thank you for supporting our mission to help survivors of domestic violence!*