

22nd Annual Walk

SPONSORSHIP OPPORTUNITIES

Walk for
Sojourner Truth House

2021

Sojourner Truth House
410 W. 13th Avenue
Gary, IN 46407

WWW.WALKFORSTH.ORG

Save the Date

SATURDAY
JUNE 12, 2021

8:00—11:00 a.m. CDT

BUILD YOUR OWN SPONSORSHIP PACKAGE!

WHO IS ATTENDING?

Approximately 500 walkers are expected to attend, representing Northwest Indiana's young leaders, business leaders, philanthropists, and families in the community.

EXPECTED GUESTS



40% Suburban
60% Urban

50% Female
50% Male



Age groups

10% 21 & under

15% 21 – 33

45% 34 – 49

30% 50 – 68+

2021 marks the 22nd Anniversary of the Walk for Sojourner Truth House. **This year, our goal is to raise \$115,000!** Proceeds support the mission of Sojourner Truth House to provide hope and help for homeless and at-risk women and their children and underserved citizens of Gary and Northwest Indiana. Sojourner Truth House, a 501 (c) 3 not-for-profit organization, is a ministry of the Poor Handmaids of Jesus Christ.

This year's "Walk for Sojourner Truth House" (STH) takes place on Saturday, June 12th, at the corner of 13th Avenue and Madison, with check-in beginning at 8am and the Walk starting at 9am.

Why Walk?

When homeless women come to Sojourner Truth House (STH), most are ashamed of their circumstances. They wonder how the basics of life have escaped them as they try to cope with their situation. Often they have their children with them and they wonder how they can create a stable life for their family again. STH co-workers and volunteers greet them with a welcoming smile and a promise to always treat them with honor and respect. We understand that they have real barriers and work with them to find the path back to independence and wholeness. With personalized case management and individualized goal setting, we are able to determine the needs of clients and provide them with the tools to begin the process of overcoming homelessness and rebuilding their lives.

WWW.WALKFORSTH.ORG



AVAILABLE OPPORTUNITIES

DIGITAL

- Company name or logo prominently featured on the STH Walk web page, including hyperlinks to your website.
- Your company name, logo, and hyperlink included in three (3) consecutive monthly issues of STH Spotlight E-News, 4,000 each release.
- Promotional e-mails – two (2) event e-mails will be sent to our database and will feature your company name, logo, and hyperlink to your website (currently we have 4,000 people on our e-mail list). **We must receive your logo by April 16.**
- Social Media Takeover – we will promote your business or a specific product via our Facebook account on a date of your choosing (currently over 2,000+ followers). **Please note: Deadline May 28.**
- Your virtual 30-second commercial on the STH Facebook page and Facebook Walk event page. **Please note: Deadline June 4.**
- Your company logo on each individual fundraising page on the STH Walk website. **Please note: Deadline June 4.**
- Your company logo on each team fundraising page on the STH Walk website. **Please note: Deadline June 4.**

Yes!

I / WE WANT TO SUPPORT THE 22ND ANNIVERSARY WALK FOR STH EVENT AS A SPONSOR:

PLATINUM SPONSOR
\$5,000

choose **EIGHT (8)** opportunities

GOLD SPONSOR
\$2,500

choose **SIX (6)** opportunities

SILVER SPONSOR
\$1,000

choose **FOUR (4)** opportunities

BRONZE SPONSOR
\$500

choose **TWO (2)** opportunities

(choose the number of opportunities based on your sponsor level)

PRINT

- Your company logo included on promotional postcard (Approximately 2,200 are mailed out) **We must receive your logo by March 12.**
- Your company logo included on the STH Walk t-shirts. **We must receive your logo by May 7.**
- Your company logo on 50 Yard signs placed through Northwest Indiana. **Please note: this Opportunity is limited to three sponsors and is first-come, first reserved. We must receive your logo by May 7.**
- Prominent signage at the event that includes your company logo. **We must receive your logo by June 4.**
- Your company logo on a complimentary snow cone ticket given to attendees for redemption at the event. **We must receive your logo by June 4.**

EVENT DAY

- Vendor Table @ Event – your representatives host a table in the Vendor area – giveaways welcome. **Please note: Deadline May 29.**
- You provide a door prize valued at \$25 or more and announce the winner at the event. **Please note: Deadline June 4.**
- Your company representative can give a 30-second commercial at the event. **Please note: Deadline June 4.**
- Your company name mentioned during a Facebook Live session during the event. **Please note: Deadline June 4.**

Questions?

PLEASE CONTACT

Warren Johnson
219-947-8542
wjohnson@poorhandmaids.org

To ensure the best reproduction, artwork needs to be 1MB or larger and 300 DPI (PNG file format preferred for logos).

SPONSOR INFORMATION

Individual / Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____

Payment Information:

Check Enclosed (Please make checks payable to Sojourner Truth House)

Invoice

Pay by Credit Card (complete below)

Name on card _____

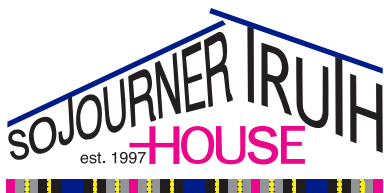
Signature _____

Card Number _____

Exp. Date _____ CVV (3-digit security code) _____

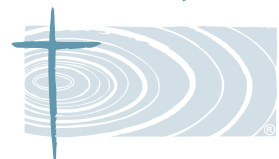


Contact Warren Johnson at 219-947-8542 or wjohnson@poorhandmaids.org
PLEASE RETURN FORM IN THE ENCLOSED ENVELOPE.



Sojourner Truth House is a ministry of the Poor Handmaids of Jesus Christ and a 501 (c) 3 not-for-profit organization.

Poor Handmaids of Jesus Christ



Partners in the work of the Spirit