

21<sup>st</sup> Annual Walk

# SPONSORSHIP OPPORTUNITIES

A central graphic featuring a white outline of a house with a chimney, set against a dark blue background. The house is surrounded by vibrant, multi-colored paint splashes in shades of purple, red, yellow, green, and pink. Four white circular logos with the letters "STH" and a heart symbol are arranged around the house. The text "Walk for" is written in a white, cursive font above the house, and "Sojourner Truth House" is written in a white, sans-serif font below it.

Walk for  
Sojourner Truth House

2020

Sojourner Truth House  
410 W. 13<sup>th</sup> Avenue  
Gary, IN

[WWW.WALKFORSTH.ORG](http://WWW.WALKFORSTH.ORG)

Save the Date

**SATURDAY**  
**JUNE 13, 2020**

8:00—11:00 a.m. CDT

## BUILD YOUR OWN SPONSORSHIP PACKAGE!

2020 marks the 21<sup>st</sup> anniversary of the Walk for Sojourner Truth House (STH). **This year, our goal is to raise over \$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.

### WHO IS ATTENDING?

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

**500+ WALKERS**




40% Suburban  
60% Urban

50% Female  
50% Male



#### Age groups

15% 21 & under

15% 21 – 33

50% 34 – 49

30% 50 – 68+

### Why?

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 make life normal for their family again.

STH co-workers and volunteers greet clients 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](http://WWW.WALKFORSTH.ORG)

# Yes!

## AVAILABLE OPPORTUNITIES

## I / WE WANT TO SUPPORT THE “WALK FOR STH” EVENT

- PLATINUM SPONSOR**  
\$5,000  
choose **EIGHT (8)** opportunities
- SILVER SPONSOR**  
\$1,000  
choose **FOUR (4)** opportunities
- GOLD SPONSOR**  
\$2,500  
choose **SIX (6)** opportunities
- BRONZE SPONSOR**  
\$500  
choose **TWO (2)** opportunities

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

#### PRINT

- Company logo included on promotional postcard (Approximately 3,000 are mailed). *Artwork due before March 13.*
- Company logo included on the STH Walk t-shirts. *Artwork due before May 8.*
- Company logo included on 50 yard signs throughout Gary and Northwest Indiana. *Artwork due before May 8.*  
**This opportunity is limited to three sponsors, and is first-come, first-reserved.**
- Prominent signage at the event that includes your company logo. *Artwork due before June 5.*
- Your company logo included with a complimentary “snow cone ticket” that can be given to each attendee to redeem at the walk.

#### DIGITAL

- Company name or logo prominently featured on the STH walk webpage, including hyperlinks to your website.
- Your company logo featured on each team fundraising page. *Artwork due before March 13.*
- Promotional e-mails – two event e-mails will be sent to our database and will feature your company name, logo, and hyperlink to your website (currently we have 3,000 people on our e-mail list).
- Social media takeover – we will promote your business or a specific product via our Facebook account on a date of your choosing (currently 1,700 followers).
- Your company name mentioned during a Facebook Live session during the event.
- Your company can have a table in the vendor area of the event.

#### EVENT DAY

- Sponsor “shout-out” – our event emcee will give a “shout-out” to your company during the event.
- One representative from your company can give a 30-second commercial at the event.
- You provide a door prize valued at \$25 or more, and announce the winner at the event.

### Questions?

**PLEASE CONTACT**  
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*To ensure the best reproduction, artwork needs to be 1MB or larger and 300 DPI (EPS file format preferred for logos). Please choose all your opportunities by June 5, 2020, unless otherwise noted.*



# 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 \_\_\_\_\_

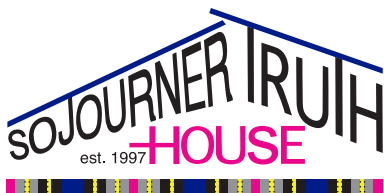
Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC (3-digit security code) \_\_\_\_\_



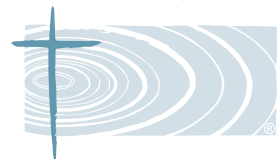
Contact Warren Johnson at 219-947-8542 or [wjohnson@ancilla.org](mailto:wjohnson@ancilla.org) or Amanda Maynard at 219-947-8565 or [amaynard@ancilla.org](mailto:amaynard@ancilla.org)

**PLEASE RETURN FORM IN THE ENCLOSED ENVELOPE.**



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

*Poor Handmaids of Jesus Christ*



*Partners in the work of the Spirit*