



25th Annual Walk

SPONSORSHIP
OPPORTUNITIES

WALK



FOR STH

25th ANNIVERSARY

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

WWW.WALKFORSTH.ORG

Save the Date

SATURDAY
JUNE 08, 2024

8:00—11:00 a.m. CDT

WALK FOR STH

25th ANNIVERSARY

2024 MARKS THE 25TH ANNIVERSARY OF THE WALK FOR SOJOURNER TRUTH HOUSE (STH).

This year, our goal is to raise \$110,000!

Proceeds support the mission of STH to provide hope and help for homeless and at-risk women and their children and underserved citizens of Gary and Northwest Indiana. STH, a 501 (c) 3 not-for-profit organization, is a ministry of the Poor Handmaids of Jesus Christ.

This year's Walk for STH takes place on Saturday, June 8th, at the corner of 13th Avenue and Madison, with check-in beginning at 8:00 a.m. and the Walk starting at 9:00 a.m.

EXPECTED GUESTS



40% Suburban
60% Urban

50% Female
50% Male



Age groups

10% 21 & under

15% 21 – 33

45% 34 – 49

30% 50 – 68+

WWW.WALKFORSTH.ORG

BUILD YOUR OWN SPONSORSHIP PACKAGE!



Why Walk?

When homeless women come to Sojourner Truth House (STH), 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 dignity 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. STH operates Lake County's largest food pantry, serving families facing food insecurity.

WHO IS ATTENDING?

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

AVAILABLE OPPORTUNITIES

ALL SPONSORS RECEIVE

- ☐ Company name or logo featured on the Walk for STH website with hyperlink to your website.
- ☐ Your company logo on signage at the event.

DIGITAL

- ☐ Two event emails will be sent to our database and will feature your company name, logo, and hyperlink to your website. **Please note: deadline April 14.**
- ☐ Your company name, logo, and hyperlink included in one quarterly STH Spotlight e-News, with 4,000+ subscribers.
- ☐ Your company logo on each individual and team fundraising page on the Walk for STH website. **Please note: Deadline June 1.**
- ☐ Company logo on STH Facebook page cover page for one month (2,700+ followers). **Please note: deadline May 20.**

Yes!

I / WE WANT TO SUPPORT THE 25TH 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 10.**
- ☐ Your company logo included on the Walk for STH t-shirts. **We must receive your logo by May 5.**
- ☐ Your company logo on promotional posters. **We must receive your logo by April 14.**
- ☐ Your company logo on a complimentary snow cone ticket given to attendees for redemption at the event. **We must receive your logo by June 1.**

EVENT DAY

- ☐ Vendor Table @ Event – your representatives host a table in the Vendor area – giveaways welcome. **Please note: Deadline May 26.**
- ☐ You provide a door prize valued at \$25 or more and announce the winner at the event. **Please note: Deadline June 1.**
- ☐ Your company representative can give a 30-second live commercial at the event. **Please note: Deadline June 1.**
- ☐ Put non-paper giveaways in bags for attendees (approximately 200). **Please note: Deadline June 1.**

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) _____

Questions?

Contact Warren Johnson at 219-947-8542
or wjohnson@poorhandmaids.org



PLEASE RETURN FORM IN THE ENCLOSED ENVELOPE.

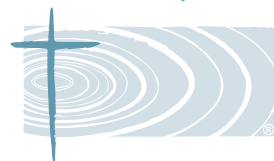


 YouTube



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