

Every two minutes, someone in the United States is sexually assaulted.

You can help change that.



The Boston Area Rape Crisis Center (BARCC) has been working to end sexual violence for more than 40 years. This would not have been possible without the generosity of organizations and individuals who sponsor and support us.

Please consider joining us in our mission with a mutually beneficial sponsorship of BARCC. Not only will your sponsorship showcase your commitment to ending sexual violence, you will also **reach thousands of people through publicity, outreach, and event materials**—for BARCC’s Walk for Change in the spring and our Champions for Change Gala & Auction in the fall.

The size and scope of these major events have increased by as much as 50% in the past year. Participants and attendees include corporate executives, elected officials, BARCC’s generous donors, survivors and their families and friends, community activists, and even dog lovers.

Sponsorship Benefits

- MBTA advertisements
- Signage at events
- Promo on event T-shirts
- Ad space in program books
- Social media promotion
- Gala tickets
- Walk registrations
- Team building for your staff
- Listing in event materials
- And so much more!



WHAT'S THE REACH?



- Promotional posters on the MBTA's Red and Green Lines for 4-6 weeks in March/April
- Postcards and invitations mailed to 5,000+ households
- 70,000+ annual website visitors
- Billboards and posters in high traffic areas
- 2,000 walkers and 600 Gala attendees
- 25+ e-mail communications to more than 11,500 contacts
- Promotional posts to 3,600+ Facebook fans
- Promotional tweets to 3,800+ Twitter followers

On the following pages, we have outlined the details of our sponsorship opportunities—each designed to give you maximum exposure for your investment. **Our goal is to provide you with the benefits that best suit your needs.** Just let us know what's most important to you, and we'll work to accommodate you.



SPONSORSHIP OPPORTUNITIES & BENEFITS

Sponsorship levels and benefits are customizable to your company or organization's needs and preferences. Let us know which benefits are most important to you and we'll work with you to accommodate your needs.

PRESENTING SPONSOR \$20,000

- Top listing of logo on MBTA advertisements for Walk for Change to end sexual violence
- Exclusive logo featured on event volunteer Walk T-shirts
- Top listing of logo on Walk participant T-shirts and BARCC volunteer Walk T-shirts
- Two VIP tables for 10 at Champions for Change Gala with priority placement near stage
- 40 complimentary Walk registrations
- Exclusive feature in Constant Contact communication for both events
- Recognition from stage at both Walk and Gala, priority signage at both events, prominent placement of full- page ad in Gala program book, and logo displayed on screen at Gala
- Top listing of logo on Gala invitation, Walk postcards and posters, both event websites, social media posts, all event e-mail communications, and press releases
- Opportunity for promotional table at Walk

CHAMPION SPONSOR \$10,000

- Logo on MBTA advertisements for Walk for Change to End Sexual Violence
- Logo on Walk participant T-shirts and BARCC volunteer Walk T-shirts
- One VIP table for 10 at Champions for Change Gala with priority placement near stage
- 20 complimentary Walk registrations
- Recognition from stage at both Walk and Gala, priority signage at both events, prominent placement of full- page ad in Gala program book, and logo displayed on screen at Gala
- Logo on Gala invitation, Walk postcards and posters, both event websites, social media posts, all event e-mail communications, and press releases
- Opportunity for promotional table at Walk

CHANGEMAKER SPONSOR \$7,500

- Logo on participant T-shirts and BARCC volunteer T-shirts for Walk for Change to End Sexual Violence
- One table for 10 at Champions for Change Gala
- 15 complimentary Walk registrations
- Logo on signage at both events, full-page ad in Gala program book, and logo displayed on screen at Gala
- Logo on Gala invitation, Walk postcards and posters, both event websites, social media posts, all event e-mail communications, and press releases
- Opportunity for promotional table at Walk

ACTIVIST SPONSOR \$5,000

- Listing on participant T-shirts and BARCC volunteer T-shirts for Walk for Change to End Sexual Violence
- Logo on signage at both the Champions for Change Gala and the Walk for Change, full-page ad in Gala program book, and logo displayed on screen at Gala
- Logo on Gala invitation and all e-mail communications, and listing on Walk postcards and posters, both event websites, social media posts, and press releases
- Eight tickets for Gala and eight complimentary Walk registrations
- Opportunity for promotional table at Walk

COMMUNITY SPONSOR \$2,500

- Listing on signage at both the Champions for Change Gala and the Walk for Change to End Sexual Violence, listing on-screen at Gala, and half-page ad in Gala program book
- Listing on Gala invitation, both event websites, social media posts, all event e-mail communications, and press releases
- Six tickets for Gala
- Six complimentary Walk registrations

WALK TEAM SPONSOR \$300 MINIMUM

- \$15 per walker for teams of more than 20

SPONSORSHIP PLEDGE FORM

☐ I/we will sponsor and support the work of the Boston Area Rape Crisis Center as noted below.

☐ Presenting Sponsor - \$20,000

☐ Activist Sponsor - \$5,000

☐ Champion Sponsor - \$10,000

☐ Community Sponsor - \$2,500

☐ Changemaker Sponsor - \$7,500

☐ Walk Team Sponsor- \$15/walker

Must have 20 or more walkers.

Information regarding logo/artwork requirements and deadlines will be sent to you upon receipt of your pledge form.

☐ I/we are unable to sponsor at this time, but would like to support BARCC's work with a donation of \$_____.

Donor Information

Sponsor Name: _____

Please write as you would like it to appear in print.

Sponsor Address: _____

Contact Person: _____

Phone: _____ E-mail: _____

Payment Information

☐ Check ☐ Credit Card (MasterCard and Visa only)

Name/Company Name as it appears on card: _____

Card Number: _____ Exp. Date: _____ Sec. Code: _____

THANK YOU FOR YOUR SUPPORT!

**Deadline for inclusion on the Walk invitation is January 13.
Deadline for inclusion on the Walk t-Shirt is February 28.**

Please submit your completed form via e-mail to
Lauren Siebal at events@barcc.org or mail it to her attention at
BARCC • 99 Bishop Allen Drive • Cambridge, MA 02139.

If you have any questions or would like additional information, please don't hesitate to contact Lauren
at events@barcc.org or 617-649-1295.