

FEATURING



JULLY  
BLACK



# VIRTUAL **GALA** 2022

**FRIDAY, MARCH 4, 2022**

*Raising funds for women and children  
affected by domestic violence*

*Featuring a live auction,  
live musical performances from Jully Black,  
and powerful stories from domestic violence survivors*



**BECOME AN EVENT SPONSOR** . . . *and help save lives in York Region*



## ABOUT YELLOW BRICK HOUSE

Founded in 1978, Yellow Brick House provides life-saving services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence.

Last year, at a critical time when support and safety were needed the most, Yellow Brick House helped 142 women and 152 children in our shelters and provided over 4,000 hours of counselling for women and children escaping violence.

In addition, thanks to generous donors, our clients received over \$13,000 in-kind donated gift cards, allowing women to buy what they need whenever they need it.

Your support is vital to ensure that individuals, families, and communities can obtain freedom from violence – through our two emergency shelters, 24/7 crisis and support lines, public education, community counselling and support services for both women and children.

## ***Become an event sponsor, and help save lives!***

The 17th annual Yellow Brick House Virtual Gala offers customized sponsorship opportunities, including:

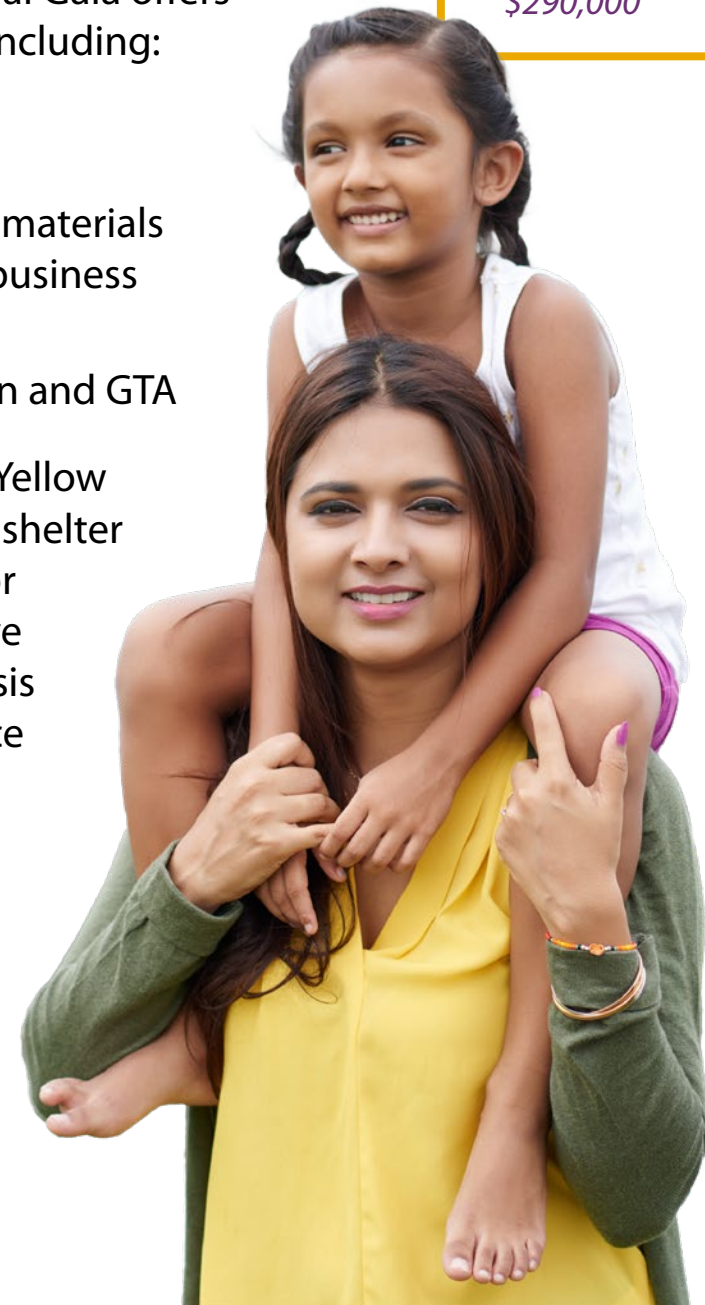
- Partnership with an established and respected charity
- Advertising and delivery of branded materials directly to key decision makers and business owners
- Business exposure within York Region and GTA

With your help, funds raised at the 2022 Yellow Brick House Virtual Gala will support our shelter program, which costs \$150 per woman or child per night. In our safe and supportive shelters, women and children receive crisis counselling, court support, and assistance with financial and housing supports.

**Give women and children the skills, resources, and hope they need to rebuild their lives with courage and confidence.** Become an event sponsor today: Contact Pamela Deveaux at [pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org) or 905-709-0900 (ext. 2233).

*Yellow Brick House photos by West Photography.*

*The 2021  
Gala hosted  
almost 1500  
viewers and  
raised nearly  
\$290,000*





## 2022 SPONSORSHIP OPPORTUNITIES

RECOGNITION	TITLE SPONSOR (1) \$15,000	ENTERTAINMENT SPONSOR (2) \$10,000	AMBASSADOR SPONSOR (5) \$5,000	LOCAL SPONSOR \$3,000
Company profiled on YBH website with direct link	▲	▲	▲	▲
Logo on all event communications (before, during, & after)	▲	▲	▲	▲
Advertisement in gala program	▲	▲	▲	▲
Recognition in pre-event promo videos	▲	▲	▲	▲
Opportunity to provide promotional items for participant bags	▲	▲	▲	▲
Recognition in slide show presentation video	▲	▲	▲	▲
Opportunity to provide door prize or silent auction item	▲	▲	▲	▲
Recognition in post-event thank you ad	▲	▲	▲	▲
Donor Wall recognition at the corresponding level	▲	▲	▲	▲
Naming opportunity: event renamed to include company name	▲			
Pre-taped corporate video message for virtual event	▲			
Company name included in media releases	▲			
Pre-taped feature artist video includes sponsor's logo		▲		
Brand video sponsor: logo added to video			1 opportunity	
Surprise & Delight VIP Box sponsor: logo featured on package			1 opportunity	
Draw sponsor: logo included, and MC announces sponsor			1 opportunity	
Survivor Video #1 sponsor: logo in video, and MC announces			1 opportunity	
Survivor Video #2 sponsor: logo in video, and MC announces			1 opportunity	
Customizable social media posts on Facebook, Instagram, Twitter, & LinkedIn	5+	4+	2+	

# YOUR IMPACT

Sadly, domestic violence *increased by 30%* during COVID-19. But thanks to Yellow Brick House donors like you, last year:

**294**

women and children stayed at our emergency shelters



**4,035**

counselling hours were provided by our team



**750**

transitional packages were given to help women rebuild their lives



**2,632**

calls were received at our 24-hour crisis and support lines



**\$13,000**

in-kind gift cards were donated, allowing women to make purchases specific to needs



*"I can only say 'WOW!' It was a great night, and the whole family was impressed by the event."*  
—Brian

*"It was so emotional. We cried and laughed."*  
—Michelle

*"Absolutely loved it. Family and friends thought Layne was engaging and hilarious as always, and we were incredibly moved by the survivor stories."*  
—Jake

*"Last night's event was spectacular. It truly was the best virtual event I have attended so far!"*  
—Angela

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