



# Breaking Silence, Building Community

## HOPE Conference Series

### Engagement Opportunities

#### About Our Organization

Abuse Hurts is a national, charitable organization that has served Canadians since 1993. The Centre's mandate is to significantly reduce the incidence and impact of abuse through education and public awareness. We have recently received funding from the Government of Canada, Department for Women and Gender Equality to complete a project which will explore how to develop and implement a community-based approach to address interpersonal and intimate partner violence. This project will run for a period of three years ending in March of 2024.

This project has been funded by Government of Canada, Department for Women and Gender Equality



Women and Gender  
Equality Canada

Femmes et Égalité  
des genres Canada

#### Overview of Breaking Silence Building Communities Project

The Breaking Silence Building Communities Project includes the delivery of a series of three conferences designed to explore developing and implementing a community-based approach to address interpersonal and intimate partner violence. This exploration has a strong focus on addressing stereotypes (unconscious beliefs, biases and prejudice) that can directly impact early detection and prevention of interpersonal and intimate partner violence in marginalized communities and leading practices that can support prevention, detection, and intervention.

#### Why is this important now?

COVID-19 has amplified hardships in marginalized communities and communities at risk. With the increase in interpersonal, family, and intimate partner violence and violence in general, there is an incredible need to share information quickly and efficiently with those who provide frontline support for victims (such as social workers, nurses, paramedics, educators, etc.).

#### Project Goals

The goals of this project are to:

- Increase knowledge and awareness about interpersonal and intimate partner violence, with a particular focus on marginalized women and girls who are part of the indigenous, visible minority, LBGTQ2, and/or lower economic communities
- Explore current challenges, opinions and gaps within stakeholder communities that contribute to systemic interpersonal and intimate partner violence as it relates to the interaction between women and girls and the front-line workers who make up our primary stakeholder group (healthcare, first responders, educators)
- Develop and implement leading practice tools to assist healthcare, first responders and educators in the prevention, detection, and intervention regarding interpersonal and intimate partner violence to create an environment that provides access for all women and girls equally regardless of culture, colour, status, gender or preference.

#### Conference Series Design

The conference series will have an overarching theme of Hope which provides the foundation for breaking silence and building communities. The conference series will take part over 12 months. They will be split into a



series of three full-day conferences that explore specific aspects of understanding and then addressing interpersonal and intimate partner violence among marginalized women and girls who are part of the indigenous, visible minority, LBGTQ2, and/or lower economic communities.

The theme for each conference will have a particular focus allowing for purposeful exploration of the challenges, opinions and gaps that exist in our systems. Additionally, they will explore opportunities for collaboration and action to improve prevention, detection, and intervention among front-line workers in healthcare, public safety and education.

#### **The themes are:**

**Learn – May 17, 2022** – Will focus on understanding the current experience, sharing stories and identify gaps and opportunities. This includes research, lived experience, existing approaches and thoughtful exploration of how to mindfully make a change and increase awareness and empowerment of the individual within the community.

**Leverage – October 18, 2022** – Will focus on how to collaborate, break down stereotypes and build bridges in the community. This includes understanding how other groups have worked together to build community or address different challenging situations, exploration of joint problem solving, case studies, building community resilience and how to maintain a foundation of hope/build a culture of hope.

**Lead – March 28, 2023** – Will focus on how to move to action, breaking down inequality barriers, identifying leading practices for prevention, detection, and intervention, and exploring future possibilities.

## **Exhibitor Involvement and Opportunity**

Abuse Hurts is extending reach to vendors who are in alignment with our project. As an exhibitor you will have access to 1000 attendees and decision makers from across Canada who work in the Health Care, Education and First Responder fields. All funds raised through Exhibitors/Sponsors will be put towards this project and other Abuse Hurts programs such as Delivering Hope, Safe Shelter, Human Trafficking and First Nations initiatives to better support the communities we serve.

Let us know which level of engagement suits your interest and involvement.

## **Sponsorship Levels**

### **Leader: Investment level: \$1500**

This level of engagement will provide an opportunity for your business to demonstrate the link between your product offer and one of “The Hope Conference Series”. Attendees will be able to connect with you in a session, promoting additional connections with attendees, external to your virtual booth.

#### **Deliverables:**

##### Event Access

- **Receive a Trade Show Booth at all three conferences** of the Hope Conference Series Events (Learn, Leverage, Lead)
- Five Complementary tickets/conference: Ensures your guests have access to tickets when the event becomes full

##### Brand Visibility

- Portal Header Sponsor Carousel (Located on all pages with Hyperlink to Sponsor’s Website)
- Login Page Banner (Logo on Event Registration Page)



- Lobby Banner (Located on the top of Main Page)
- Lobby Splash Video (Visible in the center of the Main Page)
- Lobby Social Media Feed - Linking one of your Social Media accounts
- 4 Announcements (Found in feature bubble on the Main Page, the notifications icon, and in the notification on the attendee's device)
- Branded Push Notifications

#### Exhibitor Hall

- Exhibitor Hall Trade Show Booth
- Exhibitor Lead Retrieval Included
- Exhibitor Live Streams for up to 25 participants (no limit on live streams)

#### Pre/Post Event Promotion

- Promotion through our Social Media Networks
- 3 Social Media Posts during the 2 Weeks Leading up to the Event
- Post Promotional Information provided on Hope Conference Series
- **Promotion on Virtual Conference Landing Page will remain Active from March 2022- March 2023**

### Supporter - Investment level: \$1000

This level of engagement provides the opportunity to put your brand in front of attendees and promote your products and services through virtual chat, and live streaming and document downloads to encourage interaction and engagement and deliver a valuable attendee experience.

#### Deliverables:

##### Event Access

- **Receive a Trade Show Booth at Two Conferences** from the Hope Conference Series Events (Learn, Leverage, Lead).
- Three Complementary tickets/conference: Ensures your guests have access to tickets when the event becomes full

##### Brand Visibility

- Portal Header Sponsor Carousel (Located on all pages with Hyperlink to Sponsors Website)
- Lobby Banner (Located on the top of Main Page)
- Branded Push Notifications
- 2 Announcements (Found in feature bubble on the Main Page, the notifications icon, and in the notification on the attendee's device)

#### Exhibitor Hall

- Exhibitor Hall Trade Show Booth
- Exhibitor Lead Retrieval Included
- Exhibitor Live Streams for up to 25 participants (no limit on the number of live streams that can be run)

#### Pre/Post Promotional Support

- Promotion through our Social Media Networks
- 2 Social Media Posts during the 2 Weeks Leading up to the Event
- Post Promotional Information provided on Hope Conference Series
- **Promotion on Virtual Conference Landing Page will remain Active from March 2022- March 2023**



## Champion - Investment level: \$750

This level of engagement provides the opportunity to promote your products and services in the Virtual Expo while engaging in live, interactive discussions with attendees to make a genuine impact.

### Deliverables

#### Event Access

- **Receive a Trade Show Booth at one conference** from the Hope Conference Series Events (Learn, Leverage, Lead)

#### Brand Visibility

- Branded Push Notifications
- 1 Announcement (Found in feature bubble on the Main Page, the notifications icon, and in the notification on the attendee's device)

#### Exhibitors

- Exhibitor Hall Trade Show Booth
- Exhibitor Live Streams for up to 25 participants (no limit on the number of live streams that can be run)

#### Pre/Post Promotional Support

- Promotion through our Social Media Networks
- 1 Social Media Posts during the 2 Weeks Leading up to the Event
- Post Promotional Information provided on Hope Conference Series
- **Promotion on Virtual Conference Landing Page will remain Active from March 2022- March 2023**

For inquiries or to register your booth, [CONTACT US TODAY](#)