



# Breaking Silence, Building Community

## HOPE Conference Series

### Sponsorship 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, LGBTQ2, 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.

## **Sponsorship Opportunity**

Abuse Hurts is extending reach to vendors who are in alignment with our project. As a Sponsor 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 Sponsorship 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.

We are offering only three Key Sponsorship opportunities for the entire conference series.

## **Sponsorship**

### **Investment – 1 Platinum Sponsor - Investment Level \$10,000**

This level of engagement will provide an opportunity for our top sponsor to promote your business in support of “The Hope Conference Series”. Attendees will see your promotional banner and there will be quick links to your website connections with attendees. Your logo will be promoted along side the Conference Logo for all three conferences and email branding in notifications.

#### **Deliverables:**

##### Event Access

- Listed as the Key Sponsor for **All Conferences** in the Hope Conference Series Events (Learn, Leverage, Lead)
- Five Complementary tickets at each conference. Ensures your guests have access to tickets when the event becomes full



#### Brand Visibility

- Branding Logo Next to Conference Logo
- Sponsorship Name listed as the Key Sponsor in emails to Attendees
- Sponsorship Name listed in the communication through Announcements and Notifications to Attendees
- Login Page Banner (Logo on Event Registration Page)
- Lobby Splash Video (Visible in the center of the Main Page)
- Lobby Banner (Located on the top of Main Page)
- Portal Header Sponsor Carousel (Located on all pages with Hyperlink to Sponsor's Website)
- 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

#### Keynote Session

- Sponsoring one Keynote or Speaker Per Conference

#### Pre/Post Event Promotion

- Promotion through our Social Media Networks
- 3 Social Media Posts during the 2 Weeks Leading up to the Event
- Promotion on Abuse Hurts Virtual Conference Landing Page
- Post Promotional Information provided on Abuse Hurts Virtual Conference Website

### **Investment - 2 Gold Sponsors- Investment Level \$5,000**

This level of engagement will provide an opportunity for our top sponsor to promote your business in support of "The Hope Conference Series". Attendees will see your promotional banner and there will be quick links to your website connections with attendees.

#### **Deliverables:**

##### Event Access

- Listed as the Key Sponsor for **All Conferences** in the Hope Conference Series Events (Learn, Leverage, Lead)
- Five Complementary tickets at each conference. Ensures your guests have access to tickets when the event becomes full

##### Brand Visibility

- Login Page Banner (Logo on Event Registration Page)
- Lobby Splash Video (Visible in the center of the Main Page)
- Lobby Banner (Located on the top of Main Page)
- Portal Header Sponsor Carousel (Located on all pages with Hyperlink to Sponsor's Website)
- 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

##### Speaker Session

- Sponsoring one Speaker Per Conference



#### Pre/Post Event Promotion

- Promotion through our Social Media Networks
- 2 Social Media Posts during the 2 Weeks Leading up to the Event
- Promotion on Abuse Hurts Virtual Conference Landing Page
- Post Promotional Information provided on Abuse Hurts Virtual Conference Website

**For inquiries or to secure your corporate sponsorship, [CONTACT US TODAY.](#)**