

2023 PARTNERSHIP PROPOSAL

Shine the light[®]
Wrapped in Courage[®]



02

OVERVIEW

The 12th Annual Shine the Light® (STL) Campaign will begin November 2nd and continue throughout the month of November. Every November, the goal is to Shine the Light on woman abuse, and work towards prevention through community awareness and education. Our goal every year is to Windsor and Essex County and encourage them to help **Shine the Light®** through illuminating their buildings in purple, hosting a fundraiser, or provide financial support to the campaign.

EVENTS

November 2nd: Tree Lighting Ceremony

The 10th Annual Tree Lighting Ceremony will be held on **November 2** at Charles Clark Square in Windsor at 6:00pm. The 2023 Shine the Light® honorees will feature women who will share their personal stories about domestic violence and human trafficking. Survivors will join local politicians, community partners, Executive Director of Hiatus House, Sylvie Guenther, and other staff, sponsors, and members of the public in this powerful and moving ceremony.

November 5th: Bark-in-the-Park

This event will be held inside the Lanspeary Park Hockey Rink from 11:00 PM to 5:00 PM to highlight the relationship between domestic violence and pet abuse. This free event will include vendors, entertainment, agility shows, information booths, and special appearances by Paw Patrol.

November 15th: Wear Purple Day

Wear Purple Day is a social media event where we ask community members, schools, workplaces, etc. to wear purple, post on social media, and tag Hiatus House as a way to highlight the Shine the Light® Campaign.

November 25th: International Day for the Elimination of Violence Against Women Flag Raising

On this day, we ask the community to light a candle and post a picture on social media, using the hashtag #WEShineTheLight to raise awareness for violence against women. In addition, join us at 12 noon at Charles Clark Square for our Flag Raising Ceremony and proclamation highlighting this UN sanctioned day.

03

MERCHANDISE

In 2023 our goal is to reach out throughout Windsor and Essex County to spread the message and highlight our Shine the Light® Campaign. We are looking for community partners to assist with sales of our merchandise, and at the same time assist in the education of the public about Shine the Light® on woman abuse and work toward prevention through community involvement and merchandise sales.

PRODUCT PRICES

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|------------------------------------|------|
| 10TH ANNIVERSARY PURPLE SCARF..... | \$30 |
| PLAID PLAID..... | \$20 |
| WRAPPED IN COURAGE SHAWL..... | \$15 |
| NECK TIE..... | \$15 |
| INFINITY SCARF..... | \$10 |
| PLUM SCARF..... | \$10 |
| CANDLES..... | \$10 |
| (BLACK CHERRY & VANILLA) | |
| SCRUNCHIE SET..... | \$10 |

NEW FOR 2023

| | |
|---------------------------------------|------------------|
| CROC CHARMS..... | \$3 OR 2 FOR \$5 |
| PURPLE WRISTBANDS WITH MESSAGING..... | \$5 |

04

SOCIAL MEDIA PRESENCE

Our use of social media (Facebook, Twitter, Instagram and LinkedIn) has helped tremendously in expanding our reach and spreading information quickly. Our Communication Committee will be active on social media as an important tool to promote and host our virtual events and upcoming events in 2023.

BUILDINGS LIT PURPLE

In 2022, the following buildings were lit purple: Caesars Windsor, Windsor City Hall, and Amherstburg Town Hall. Our goal for 2023 is at least one building in each Windsor/Essex County municipality lit in purple to show support for the campaign throughout our area.

BECOME A SPONSOR

Help to ensure the success of the 2023 Shine the Light® Campaign through your contribution to the following events:

| | |
|---|--------|
| Tree Lighting Sponsor (8)..... | \$ 100 |
| Bark in the Park Entertainment Sponsor (4)..... | \$ 150 |
| Flag Raising Sponsor (2)..... | \$ 50 |
| Digital Media Sponsor (4)@one per week..... | \$ 75 |
| Radio Campaign Sponsor (2) 45 spots on Virgin 93.9..... | \$ 100 |
| Bark in the Park Lawn Sign Sponsors (20)..... | \$ 25 |
| (per sign - logo on each sign sponsored) | |

*all sponsors will receive signage on site and on social media, and recognition during event.

05

HOW YOU CAN HELP

1. Decorate your location in purple lights to show your support of the Shine the Light® campaign.
2. Host a **Purple Day** and solicit donations from staff and members of your organization to help support Shine the Light® initiative and Hiatus House and the efforts to eliminate violence against women.
3. Attend the Tree Lighting Ceremony on November 2 at Charles Clark Square, Bark in the Park on November 5 at Lanspeary Park Ice Rink, and show your support or the Flag Raising on November 25 at 12 noon.
4. Host a fundraiser in support of ending violence against women. Sell Shine the Light® merchandise at your location.
5. Take pictures of your initiatives and share them on Facebook, Twitter, LinkedIn, and Instagram with the hashtag #WEshinethelight #endviolenceagainstwomen and #hiatushouse and tag Hiatus House on Facebook, Twitter (@hiatushouse), and Instagram (@hiatushousewindsor)
6. Make an online donation at www.hiatushouse.com/donate

