



Domestic Violence Awareness Month

Honoring Domestic Awareness Month (DVAM)

October 2022

Sponsorship Opportunities and Benefits

The effects of abuse are devastating and far-reaching. Domestic violence speaks many languages, has many colors, and lives in many different communities

My Sister's Place (MSP) will honor Domestic Violence Awareness Month with a series of meaningful events aimed at engaging community members, stakeholders, donors, and partners to raise awareness in an effort to end the cycle of domestic violence and empower lives.

Use Your Voice and Power to Make a Difference.

Elevate Your Presence in the Community and Make It Stronger Today!

Domestic Violence Awareness Month Underwriter (\$5,000)

- Opportunity for a live greeting to MSP's list of contacts (reach ~10,000 people)
- Logo inclusion on all event collateral, website, newsletter, social media (reach ~ 12,000 people)
- Marketing table at Purple Thursday Event (high foot traffic area at 14th and U Street, NW, 10/20/22)
- Two dedicated social media posts (Facebook, Instagram, LinkedIn, Twitter)
- Other benefits that are meaningful to sponsor will also be considered

Social Change Partner (\$3,000)

- Logo inclusion on all event collateral, website, newsletter, social media (reach ~10,000 people)
- Marketing table at Purple Thursday Event (high foot traffic area at 14th and U Street, NW, 10/20/22)
- Two dedicated social media Posts (Facebook, Instagram, LinkedIn, Twitter)
- Other benefits that are meaningful to sponsor will also be considered

Raise Awareness Partner - Purple Thursday (\$2,000)

- Logo inclusion on all event collateral, website, newsletter, social media (reach ~10,000 people)
- Marketing table at Purple Thursday Event (high foot traffic area at 14th and U Street, NW, 10/20/22)
- One dedicated social media post (Facebook, Instagram, LinkedIn, Twitter)
- Fabulous chance to engage your employees or team in volunteering (FB/IG Live Broadcasting on yours and our platforms)

Purple Family Fun Event Sponsor (\$1,500)

- Logo inclusion on all event collateral, website, newsletter, social media
- One dedicated Social Media Post (Facebook, Instagram, LinkedIn, Twitter)
- Excellent opportunity for your team to participate in a “feel good” event

DVAM Friend (\$500)

- Company Name/Name Mention on event collateral
- Amazing feeling knowing you are making a difference fighting against domestic violence

Schedule of Confirmed Events

Friday, October 7 3rd Annual HBCU Golf Tournament.

The group is fundraising for My Sister's Place (MSP) and Men Stopping Violence (MSV) during Domestic Violence Awareness Month. Thank you for being great partners!

Friday, October 14 Private Purple Party Family Fun Event at Sanctuary Plus (Emergency Shelter).

This family-oriented event will include special entertainment – kids’ favorite characters will come out to play and entertain the young crowds! Families are often not able to leave the shelter to experience festivals and similar events for security reasons. This special opportunity is aimed at raising awareness among supporters that seeking shelter and safety comes with great sacrifices.

Thursday, October 20 #PurpleThursday MSP’s Signature DVAM Event 10:00am- 3:00pm

Create a Community Mural with Us! Come by during your coffee or lunch break to 1436 U Street, NW. Leave a message for survivors, help raise awareness, meet MSP staff, and make a difference. We will be accepting new coats for our Fall Coat Drive – all sizes are needed, or other supplies. **We encourage Purple Wigs, Ribbons and other Purple Creativity throughout October!**

Send us photos of you and awareness signs across the city. Examples include:

Make a Difference and Stop Domestic Violence

Stop Domestic violence: You have the voice and the power to help

Domestic Violence Prevention Begins with Me... and You

A safe society is when it’s violence-free #DomesticViolenceAwareness

No matter the question, Violence is not the answer

Stopping Domestic Violence: It’s Not Just a Good Idea — It’s The Law

For more information and details please contact Elena Romanova, Director of Development at 202.997.6156 or eromanova@mysistersplacedc.org