Impact of Family Violence: A South Asian Perspective
A 5 year Project towards Developing a Community Development Approach

Sponsorship Package – 2013
Welcome

January 2013

Dear Prospective Sponsor,

Social Services Network on behalf of the Board of Directors, Steering Committee and the Advisory and Advocacy Committee in collaboration with York, Toronto, Peel, Durham Regional Police, York Region CAS with media sponsors CBC News, ATN and mybindi.com are organizing the Third conference on—“Impact of family violence: a South Asian perspective” May 1st & 2nd at Peel Region. Toronto Police Service hosted the first conference May 5th 2011 at Queen’s Park. York Regional Police hosted the second of five conferences (2012).

Partner abuse is a serious and globally prevalent public health issue. In 2006, Statistics Canada reported that there were over 38,000 incidents of family violence reported to the police all across Canada. While violence against women impacts all sectors of the community, female, child victims and seniors who are recent immigrants and/or of low-income status are more likely to suffer more severe and prolonged abuse in their relationships. There is a need to break the cycle of family violence within the South Asian community in the Greater Toronto Area by bringing about multi-level change – within individuals, the communities and the institutional system.

Social Services Network (SNN) is also working with a dedicated group of professionals representing diverse organizations who have volunteered to implement an informative, empowering and engaging forum on family violence within the South Asian community. The conference will engage all facets of the community as well as all decision makers and frontline responders to family violence in order to educate and enlist their support towards effectively addressing the aforementioned challenges.

We are excited to offer you the opportunity to join our team as an official sponsor for Family Violence Conference. The core values that are inherent in your organization reflect both the values and goals that are directly aligned with our aim, and we look forward to building a partnership with you.

Thank you for taking the time to look through this package. It is our hope that the success of our conference will positively contribute to your organization and the community in general. We are very excited to be working with you!

Sincerely,

Naila Butt
Dr. Naila Butt - Executive Director
Social Services Network
Conference Vision, Objectives and plan

- To identify barriers, challenges, gaps and opportunities toward meaningful and sustainable change as they pertain to family violence in the South Asian Community.

- To increase awareness among stake-holders and decision makers in their understanding and efforts to address short term and long term issues of family violence within the South Asian Community.

This conference will:

1. Implement an informative, empowering and engaging conference on family violence within the South Asian community to bring awareness and change to all by providing:

   - Statistics & Trends in Violence with south Asian families, highlighting areas of family violence on the increase and concern within the communities and various governmental and non-governmental agencies.
   - Current strategies, policies and programs in place to address these concerns.

2. Expose Family Violence issues / challenges and what are the root causes by:

   - Bringing in experts from Universities to share their research and their findings and root causes:
   - Bring service providers and community leaders to share their challenges and issues.
   - Requesting individuals who have gone through the process to share their experiences and what worked and what failed.

3. Identify all services and programs including community programs (Government and NGOs) that currently support family violence:

   - Types of family violence issues within each one of these services
   - To consolidate and identify five major areas of increase in family violence within the community and programs.

4. Empower decision makers to be able to make informed decisions and assess the possibilities of implementing short-term and long-term changes i.e.:

   - Changes to immigration policies, and implement new Immigration policies and procedures to educate families in need
   - Implement on-going education programs for offenders, new immigrants, interested families, interested communities, educators, legal and enforcement officers and service providers.
   - Implement a continuous improvement program and annual review/conferences to address these challenges and report on annual progress of results.
Social Services Network

Social Services Network (SSN), was launched with the support of United Way of York Region (UWYR) in 2004. SSN is a registered charity that was created specifically to meet the needs of the growing and diverse South Asian community.

Social Services Network is a grass root, community based organization with strong functional partnerships with the diverse Ethno-cultural community groups, faith leaders and community centers. SSN has a dedicated community mobilizer (CM) in place at each location. These CMs belong to the community they serve, speak their language, understand their culture and along with a group of dedicated volunteers encourage and deliver culturally and linguistically sensitive programs at the community centers/clubs and places of worship. SSN services 27 centers which are diverse communities and have a potential outreach of 35,000. We partner with other healthcare and support services organizations to deliver their services to our seniors, family and youth.

Your core values are inherently common to ours, and with collaboration of our resources, we can better serve those who are in need of it.
Impact of Family Violence: A South Asian Perspective

May 1st & May 2nd 2013

Below is a list of the opportunities available to be a mainline sponsor

**BRONZE SPONSOR**
$500
- Logo placement on all hardcopy and electronic flyers and posters
- Company logo listed in the Family Violence Conference program
- Prominent signage indicating that you are the Bronze sponsor

**BREAK SPONSOR**
$1,000
- Logo placement on all hardcopy and electronic flyers and posters
- Company logo listed in the Family Violence Conference program
- Prominent signage indicating that you are the Break Sponsor during break time

**HOSPITALITY SPONSOR**
$2,000
- Business card logo size placement on the main workshop board, posters and on the website.
- A Quarter page ad in the Family Violence Conference program.
- Additional sponsorship of one of the six workshops - another business card ad in Family Violence Conference program on the page you are sponsoring the workshop
- Prominent signage indicating that you are the Hospitality Sponsor during the hospitality hour

**LUNCH SPONSOR**
$5,000
- Logo placement on the main workshop board, posters, and the website.
- A Half page ad in the Family Violence Conference program.
- Sponsorship of 3 workshops with mention on page of workshop information.
- Prominent signage indicating that you are the Lunch Sponsor during the lunch hour
- Product/Brand advertisement at one Media Kick-Off event
PLATINUM SPONSOR

$8,000

- Logo placements on all electronic and print media items: flyers, banners, posters, publications, correspondence, the website and all events. Full sponsorship of all six workshops.
- Participation of a representative from your company at the Media Kick-Off events or the Conference as scheduled by the FVC committee.
- Product/Brand advertisement at the Corporate Kick-Off event and a half page ad in the Family Violence Conference program.

Customized arrangements can be considered for $10,000.00 and higher.

Payments should be made to:
Social Services Network (SSN)
8 Shadlock St, Unit # 5 A
Markham, Ontario L3S 3K9
Ph.: 905-940-7864
www.socialservicesnetwork.org
Charitable Registration Number: 849212279RR000

Be sure to note the purpose of your payment: Impact of Family Violence: a South Asian Perspective Sponsorship

If applicable, a tax receipt will be provided.

Thank you for your support!

Contact person: Family Violence Conference Coordinator Impact of Family Violence: A South Asian Perspective

✓ Please note that options and benefits are subject to change with notice
Non-Monetary Sponsorship

We at SSN are open to novel ideas and concepts that you might wish to enact at the Impact of Family Violence: A South Asian Perspective Conference. The following ideas are a few examples of what this might include, however, please feel free to contact us with your creative ideas and suggestions.

Your organization will be recognized
- As a donor on the Official Program booklet
- Company Logo on SSN sponsors page (12months) and on the website

Marketing
You can market the Family Violence Conference through various mediums (e.g. hyperlink of the event on your website, magazine, newspaper and on emails) as a source of promotion.

Printing
You can sponsor the Conference by printing promotional material such as flyers and programs etc.

Gifts and Donations in Kind
You can sponsor gifts (approved by the Organizers) for the facilitators, participants and volunteers of the conference.

Contact Us
Feel free to e-mail or call us at any time!

Meccana Ali
Coordinator of Youth Programs
8 Shadlock St, Unit # 5 A
Markham, Ontario L3S 3K9
Ph.: 905-940-7864 ext. 223

mali@socialservicesnetwork.org
Impact of Family Violence: A Community Development Approach

May 1st & May 2nd 2013

I/we are proud to confirm our sponsorship of the 3rd Impact of Family Violence Conference.

Name: ________________________________
Title: ________________________________

Company: ________________________________

Address: ________________________________

Phone: ________________________________

E-mail: ________________________________

Please sign us up for:

☐ Premium Sponsor $8,000
☐ Lunch Sponsor $5,000
☐ Hospitality Sponsor $2,000
☐ Break Sponsor $1,000
☐ Bronze Sponsor $500

I/We would like to purchase _______ additional Registration spots for the Symposium at $______ each.

Total Amount Enclosed $___________________

Payment info:

☐ Cheque enclosed ☐ VISA ☐ MasterCa ☐ AMEX

(Payable to ________________)

Card Number: _____________________________ Expiry Date: _____________________________

Name on Card: _____________________________ Signature: _____________________________

We encourage you to get the above information to us as quickly as possible to maximize your exposure. Please note that once submitted, a representative from the Family Violence Conference Steering Committee will contact you for your advertising and registration information.

Please return to: Meccana Ali Coordinator of Youth Programs
8 Shadlock St, Unit # 5 A Markham, Ontario L3S 3K9
Ph.: 905-940-7864 ext. 223