

**REFUSE
TO ABUSE**



REFUSE TO ABUSE® 5K

2021 SPONSOR PACKET

WASHINGTON STATE COALITION
WSCADV
AGAINST DOMESTIC VIOLENCE

Dear Community Supporter,

Domestic violence is 100% preventable.

Abuse of power and control is the reality at home for too many in our community, but the good news is that everyone can do something to prevent it.

You have the opportunity to make a difference through sponsorship, team registration, and in-kind donations for the Refuse To Abuse® 5K at T-Mobile Park with the Seattle Mariners.

1^{IN} 4 US WOMEN
EXPERIENCED
VIOLENCE BY A
PARTNER AT SOME
POINT IN HER LIFE.

2^{OUT OF} 3
CHILDREN
ARE EXPOSED
TO TRAUMA
AND VIOLENCE.

1^{IN} 5 TWEENS
KNOWS A VICTIM
OF DATING
VIOLENCE.

1^{IN} 5 WOMEN
IS SEXUALLY
ASSAULTED IN
COLLEGE.

Refuse To Abuse® is an award-winning, statewide community education program on domestic violence prevention, combining a love of baseball and a vision for a world free of violence. Enlisting a built-in audience of baseball fans, especially boys and men, Refuse To Abuse® sends the message to "Choose Respect."

For example, take a lifelong Mariners fan named Mike. He first got involved in the Refuse To Abuse® 5K because he'd heard about the priceless top prize: Honorary First Pitch at a Mariners game. But then, people in his circle of friends and family began revealing that they had survived abuse from a controlling partner. Mike realized just how common domestic violence is. His simple involvement in the 5K made a difference by breaking through the shame and isolation that keeps abuse hidden. "I knew I had to do more," he said. Today, Mike shares his story on local sports talk radio, and continues to involve his community in preventing domestic violence.

Thank you for your support for violence-free communities where all people can live and love freely without fear.

Sincerely,



Judy Chen
Executive Director



THE BASICS

Refuse To Abuse® is a statewide community education program that helps prevent domestic violence. The program was created by the Washington State Coalition Against Domestic Violence in partnership with the Seattle Mariners, with assistance from the advertising firm Craters of the Moon.

Television, radio, and print public service announcements have featured players and managers, including Kyle Seager, Felix Hernandez, Dee Gordon, and Scott Servais. The annual Refuse To Abuse® 5K draws Mariners fans, runners, walkers, and community supporters, giving a broad audience the chance to join the Mariners to promote healthy relationships.

Few professional sports teams have chosen to take such a public stand against domestic violence. For the past 25 years, the Seattle Mariners have done more than just talk about helping raise awareness about this issue; they have stood firm in their leadership role. Having credible, professional male athletes speak out on this issue helps send a powerful message to young people.



**"I'M A SURVIVOR.
THIS IS WHAT
SUPPORT AFTER
DOMESTIC VIOLENCE
LOOKS LIKE."**

THE PURPOSE



While the general public now knows about domestic violence, most people don't know what they can do to stop abuse and educate others. Refuse To Abuse® aims to engage the community in positive, practical ways and help prevent domestic violence. High profile athletes and recognized community leaders are speaking out against domestic violence and asking for a commitment from others in the community to join them.

In Washington State, nearly half of all homicides of women are committed by a current or former abusive partner. A recent study found that 1 in 3 teens has experienced some form of abuse in their dating relationships.



**"WE ARE STRONGER TOGETHER AND
TOGETHER WE CAN HELP END
DOMESTIC VIOLENCE."**

OVER THE LAST 9 YEARS....



The Refuse To Abuse® 5K has raised over \$1 million for domestic violence prevention.

Survivors, advocates, business leaders, law enforcement, and community members have come from over 39 states and 9 countries to participate in this empowering event.



61% of all participants identify as female. 22% of all participants are age 25 or younger.

The message of domestic violence prevention has reached 500,000+ households through our Refuse To Abuse® campaign.



MARKETING IMPACT

Seattle Mariners Reach

- Refuse To Abuse® ads on MarinersVision every home pre-game; over 70 games in 2019
- Refuse To Abuse® full page ad in Mariners Magazine; 40,000 distributed annually
- Social media promotion on Facebook, Twitter, and Instagram to over 2 million followers
- Refuse To Abuse® ads on Mariners Radio Network Affiliates during live game broadcasts
- Total reach of all promotion is an estimated 1 million people annually

Social Media Reach

- 3 social media channels (Twitter, Facebook, Instagram)
- Supported by social media influencers with over 800,000 followers
- Engaging and cross promoting with national domestic violence organizations
- 900,000+ social media reach from 5K participants

WSCADV's Member Programs Reach

- All 39 counties of Washington, via WSCADV's 70+ member programs
- Programs serve rural, urban, multi-cultural, and Tribal communities across the state
- 2,000+ subscribers to WSCADV's monthly newsletter



YOU'RE IN GOOD COMPANY!

PREVIOUS SPONSORS & DONORS INCLUDE



SPONSORSHIP OPPORTUNITIES

Bronze Sponsor: \$1,000-\$4,999

- Logo recognition on event website and communications
- Day-of exhibitor booth
 - Virtual option: online booth on the event website
 - In person option*: booth in the finishers' area of the ballpark
- Swag bag placement
 - Virtual option: digital item in virtual swag bag
 - In person option*: product placement in swag bag
- Logo placement on day-of signage*

Silver Sponsor: \$5,000-\$9,999

- All Bronze Level benefits plus:
- Logo placement on high quality event shirts and runner bibs
- Two (2) complimentary registrations
- Social media shout out prior to the event
- Day-of feature:
 - Virtual option: social media shout out
 - In person option*: Logo placement on LED boards inside the ballpark

Gold Sponsor: \$10,000-\$24,999

- All Silver Level benefits plus:
- Prominent company recognition as a Gold sponsor in press releases and marketing materials
- Five (5) complimentary registrations
- Social media feature profile prior to the event
- Day-of feature on Facebook Live and other social media channels
- Consultation with our Social Media strategist to maximize your 5K marketing exposure

Title Sponsor: \$25,000+

- All Gold Level benefits plus:
- Exclusive sponsorship level
- Company name incorporated into the name of the event (e.g. Brand X Refuse To Abuse® 5K)
- Company recognition as title sponsor in press releases and marketing materials
- Complimentary team registration (up to 10 team members)
- First right of refusal for 2022 event

*The availability of in-person options will depend on the health & safety guidelines at the time of the event.

ABOUT WSCADV



The Washington State Coalition Against Domestic Violence (WSCADV) is the leading voice for ending domestic violence in Washington State. Founded in 1990 by survivors and their allies, WSCADV's mission is to mobilize our member programs and allies to end domestic violence through advocacy and action for social change.

We improve how communities respond to violence and create communities where all people can live and love without fear through visionary work, engaging the public, and supporting our 70+ members, who in turn help survivors and their families in rural, urban, and Native communities across Washington.

Last year, WSCADV trained 4,000+ victim advocates and professionals, who in turn served 19,263 survivors and children outside of shelter, provided emergency shelter to 5,379 people fleeing abusive partners, and answered 93,391 crisis calls.

SPONSORSHIP APPLICATION

Submit to 5k@wscadv.org

Business/Organization: _____

Contact Name: _____

Email: _____

Phone: _____

Website: _____

Sponsorship Level: ☐ Bronze Level ☐ Gold Level
☐ Silver Level ☐ Title Sponsor

Payment Method: ☐ Credit Card ☐ Check

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____ CVV Code: _____

Checks should be made out to the Washington State Coalition Against Domestic Violence and mailed to
1511 3rd Ave, Suite 433 Seattle, WA 98101

Sponsorship Deadlines

- Logo on shirt: April 30
- Logo on race bib: May 14
- Decision about booth at the event: June 4
- Swag bag items due at WSCADV office: June 25

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WSCADV
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