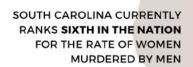
SHOW UP STAND UP SPEAK UP

FOR LOWCOUNTRY VICTIMS OF DOMESTIC VIOLENCE



an awareness and advocacy campaign from My Sister's House, the Lowcountry leader in domestic violence survival

YOUR SUPPORT MATTERS





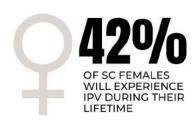


SC SUSTAINS OVER \$358 MILLION IN ANNUAL ECONOMIC LOSSES

DUE TO DOMESTIC VIOLENCE



ANNUAL DOMESTIC VIOLENCE VICTIMS STATEWIDE



EVERY 24 HOURS

SOUTH CAROLINA AVERAGES

555 DV VICTIMS ASSISTED

109 DV HOTLINE CALLS ANSWERED

SOURCE | The Economic Impact of Domestic Violence in South Carolina, 2020, Jamie Kimble Foundation for Courage

OUR COMMUNITY NEEDS YOU

CHARLESTON COUNTY DORCHESTER COUNTY BERKELEY COUNTY

802,122 COMBINED POPULATION

12,834
ESTIMATED ANNUAL DV VICTIMS

S11.2 MILLION

ANNUAL PHYSICAL HEALTH CARE COSTS

\$5.1 MILLION

ANNUAL MENTAL HEALTH CARE COSTS

\$2.4 MILLION

ANNUAL POLICING COSTS

\$3.7 MILLION

ANNUAL COURT COSTS

\$57 MILLION

TOTAL ANNUAL ECONOMIC IMPACT

SOURCE | The Economic Impact of Domestic Violence in South Carolina, 2020, Jamie Kimble Foundation for Courage

2022 CAMPAIGN OVERVIEW

This year, My Sister's House is focused on **raising survivor voices**. Though sometimes difficult to hear – and often hard to comprehend – **we are shining a light on the first-hand experiences of domestic violence survivors who have escaped abusive homes and rebuilt their lives.** MSH advocates stand in service to the Lowcountry community, encouraging DV victims feeling shame, exhaustion, and fear to reach out for our support.

Speak Up South Carolina, our October 2022 awareness and advocacy campaign, is your opportunity to demonstrate a commitment to give more victims a path to survival.

TOWN HALL

ATTENDEES

Policy makers, advocates, community members, victim services agencies, media

FOCUS

Guided discussion reflecting on first-person domestic violence survivor testimonials, spotlighting commonly-faced barriers to survival, challenges in accessing services, and elevating community awareness and support.

ADVOCACY LUNCHEON

ATTENDEES

Donors, sponsors, policy makers, community partners, foundations, media

FOCUS

Annual luncheon benefiting MSH programs and services. Emphasis on personal stories, experiences, and testimonials. Our luncheon offers the opportunity for attendees to connect to each-other, the MSH mission, and our community leaders.

5 TO SURVIVE | 5K RUN & MEMORIAL MILE WALK

ATTENDEES

Lowcountry families, survivors of domestic violence, Pledge Partner signatories, Law Enforcement and First Response partners, media

FOCUS

Annual 5k Run and Memorial Mile walk for survivors, staff, and the community through beautiful Wannamaker Park; this event is celebratory, inclusive, and survivor-focused.



2022 PRESENTING SPONSOR (1 AVAIL)

\$15,000 CAMPAIGN INVESTMENT

Exclusive opportunity to speak at all three signature events

Invitation to join our CEO, Tosha Connors, on one TV interview to promote SUSC

'Presented by' naming rights for all three signature events in print, online, and partner media materials

Partner Pledge benefits, if not yet a named MSH Partner

Subscriber & Follower campaign with a minimum of three exclusive posts crafted to share your organization's support of MSH with our followers on our subscription network and three social channels (audience reach 10,000+)

Featured in campaign announcement press conference and series of advance and post-campaign press releases

BENEFITS



TOWN HALL | OCTOBER 6

Opportunity to address the audience as the Presenting Sponsor Verbal recognition during the event Company name included on event agenda as Presenting Sponsor Reserved seating at the Town Hall for up to 10 guests



ADVOCACY LUNCHEON | OCTOBER 12

2 reserved tables (16 seats; \$1,500+ value)

Named recognition as Presenting Sponsor on the Luncheon materials

Printed recognition as Presenting Sponsor on event signage

Verbal recognition during the event



5 TO SURVIVE | OCTOBER 29

20 complimentary 5k registrations with event t-shirts (\$700+ value)

Prominent "Presented by" naming rights on all day-of event signage and promotional materials
"Presented by" naming rights on 2022 event t-shirts

Share company info and/or giveaway of choice in the participant race bags

Opportunity for featured Presenting Sponsor table at the event

Verbal recognition at the event

2022 SURVIVAL SPONSOR

\$6,000 CAMPAIGN INVESTMENT

Print recognition as a Survival Sponsor across all campaign and event print, online, and partner media materials

Partner Pledge benefits, if not yet a named MSH Partner

Linked and tagged in subscriber & follower campaign sponsorship posts to our subscription network and three social channels (audience reach 10,000+)

Inclusion in campaign announcement press conference and series of advance and post-campaign press releases

NT BENEFITS



TOWN HALL | OCTOBER 6

Verbal recognition during the event Company name included on event agenda as Survival Sponsor Reserved seating at the Town Hall for up to 5 guests



ADVOCACY LUNCHEON | OCTOBER 12

1 reserved table (8 seats; \$750+ value)

Printed recognition as Survival Sponsor on printed event program



5 TO SURVIVE | OCTOBER 29

10 complimentary 5k registrations with event t-shirts (\$350+ value)

Company logo or name on 2022 event t-shirts

Share company info and/or giveaway of choice in the participant race bags



2022 AWARENESS SPONSOR

\$4,000 CAMPAIGN INVESTMENT

Print recognition as an Awareness Sponsor across all campaign and event print, online, and partner media materials

Partner Pledge benefits, if not yet a named MSH Partner

Linked and tagged in subscriber & follower campaign sponsorship posts to our subscription network and three social channels (audience reach 10,000+)

NT BENEFITS



TOWN HALL | OCTOBER 6

Company name included on event agenda as Awareness Sponsor Reserved seating at the Town Hall for up to 3 guests



ADVOCACY LUNCHEON | OCTOBER 12

Reserved seats (4 seats; \$380+ value)

Printed recognition as Awareness Sponsor on printed event program



5 complimentary 5k registrations with event t-shirts (\$175+ value)

Company logo or name on 2022 event t-shirts

Share company info and/or giveaway of choice in the participant race bags



2022 EVENT HOST SPONSORSHIPS

\$5,000 HOST INVESTMENT; ONLY 1 HOST PER EVENT



TOWN HALL EVENT HOST | OCTOBER 6

VENT BENEFITS

- Reserved seating at the Town Hall for up to 5 guests
- 'Hosted By [COMPANY NAME]' recognition on all printed event materials
- Linked and tagged recognition as 'Hosted by [Company Name]' in subscriber & follower campaign sponsorship posts to our subscription network and three social channels (audience reach 10,000+)



ADVOCACY LUNCHEON EVENT HOST | OCTOBER 12

I BENEFITS

- Reserved table at the Advocacy Luncheon (8 seats; S750+ value)
- 'Hosted by [COMPANY NAME]' recognition on all printed event materials
- Opportunity to speak during Advocacy Luncheon closing remarks
- Linked and tagged recognition as 'Hosted by [Company Name]' in subscriber & follower campaign sponsorship posts to our subscription network and three social channels (audience reach 10,000+)



5 TO SURVIVE EVENT HOST | OCTOBER 29

JENT BENEFITS

- 10 complimentary 5k registrations with event t-shirts (S350+ value)
- 'Hosted by' Company logo or name on 2022 event t-shirts
- · 'Hosted by [COMPANY NAME]' recognition on all printed event materials
- Share company info and/or giveaway of choice in the participant race bags
- Opportunity for featured Host table at the event
- Linked and tagged recognition as 'Hosted by [Company Name]' in subscriber & follower campaign sponsorship posts to our subscription network and three social channels (audience reach 10,000+)



2022 EVENT ALLIES

\$2,000 ALLY INVESTMENT; PRICED PER EVENT



TOWN HALL EVENT ALLY | OCTOBER 6

- Reserved seating at the Town Hall for up to 2 guests
- Listed as 'MSH Ally [Company Name]' on printed event materials



ADVOCACY LUNCHEON EVENT ALLY | OCTOBER 12

- 4 reserved seats at the Advocacy Luncheon (4 seats; \$380+ value)
- · Listed as 'MSH Ally [Company Name]' on printed event materials

5

5 TO SURVIVE EVENT ALLY | OCTOBER 29

- 5 complimentary 5k registrations with event t-shirts (S175+ value)
- Company name on 2022 event t-shirts
- · Listed as 'MSH Ally [Company Name]' on printed event materials
- Share company info and/or giveaway of choice in the participant race bags



NEW 2022 TEAM CHALLENGE!

5 TO SURVIVE | OCTOBER 29 | \$350 TEAM ENTRY FEE

Build team unity and make memories in support of My Sister's House programs and services! Your team will run alongside Lowcountry families, survivors of domestic violence, Pledge Partner signatories, Law Enforcement and First Response partners, and MSH staff.

WHAT'S AT STAKE

Businesses and groups are invited to enter a team of five or more as part of the 2022 Team Challenge. The winning team (fastest of averaged 5k race times from all Team members) is awarded the coveted Team Challenge trophy for display at its business or organization for one year.

YOUR \$350 ENTRY FEE INCLUDES

- 5 team entries in the 5K Run (additional entries for a larger team are available for \$35/per entry)
- Your company/organization's name will appear on the back of the official 2022 race T-shirt
- Your company/organization's name will appear on a special Team Challenge board to be displayed at the event
- Your company/organization's name will appear on MySistersHouse.Org

PLEASE NOTE

- Your corporate logo must be submitted electronically (jpg or png) at the time of your entry, black and white logos only. Please email the logo to: Hallie@mysistershouse.com
- Prepare for the online registration process be sure to have ALL your participants' information handy!



DOMESTIC VIOLENCE A W A R E N E S S M O N T H

THIS YEAR, DO MORE THAN JUST OBSERVE SHOW UP. STAND UP. SPEAK UP. BECOME A SPONSOR TODAY

PLEASE CONTACT

Hallie Smith
MSH Development Officer
843.534.6543 (direct)
hallie@mysistershouse.com



an awareness and advocacy campaign from My Sister's House, the Lowcountry leader in domestic violence survival