



**SHOW UP  
STAND UP  
SPEAK UP**  
**FOR LOWCOUNTRY VICTIMS OF DOMESTIC VIOLENCE**



**SPEAK UP**  
**SOUTH CAROLINA**

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



# YOUR SUPPORT MATTERS

SOUTH CAROLINA CURRENTLY RANKS **SIXTH IN THE NATION** FOR THE RATE OF WOMEN MURDERED BY MEN



**65% OF THOSE WHO KNEW THEIR MURDERER WERE GIRLFRIENDS, WIVES, COMMON-LAW WIVES OR EX-WIVES.**

SOURCE | Violence Policy Center



**82,379**

ANNUAL DOMESTIC VIOLENCE VICTIMS STATEWIDE



**42%**

OF SC FEMALES WILL EXPERIENCE IPV DURING THEIR LIFETIME

SC SUSTAINS OVER **\$358 MILLION** IN ANNUAL ECONOMIC LOSSES DUE TO DOMESTIC VIOLENCE



**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

**\$11.2 MILLION**  
ANNUAL PHYSICAL HEALTH CARE COSTS

**\$5.1 MILLION**  
ANNUAL MENTAL HEALTH CARE COSTS

**802,122**  
COMBINED POPULATION

**\$2.4 MILLION**  
ANNUAL POLICING COSTS

**12,834**  
ESTIMATED ANNUAL DV VICTIMS

**\$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

## EVENT 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

## EVENT 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+)

### EVENT 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 TO SURVIVE | OCTOBER 29

**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

EVENT 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

EVENT BENEFITS

- **Reserved table** at the Advocacy Luncheon (8 seats; \$750+ 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

EVENT BENEFITS

- **10 complimentary 5k registrations** with event t-shirts (\$350+ 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 TO SURVIVE EVENT ALLY | OCTOBER 29

- **5 complimentary 5k registrations** with event t-shirts (\$175+ 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](mailto:Hallie@mysistershouse.com)
- **Prepare for the online registration process** – be sure to have ALL your participants' information handy!



EVERY OCTOBER OUR NATION OBSERVES  
**DOMESTIC VIOLENCE**  
A W A R E N E S S M O N T H

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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*



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