WALK THE WALK

A CELEBRITY DRAG SHOW

AUGUST 26, 2023

2023

SPONSORSHIP OPPORTUNITIES

IN SUPPORT OF

Lulu's Lodge

A Place to Call Home

JOHN HOWARD SOCIETY OF SASKATCHEWAN

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Lulu's Lodge

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JOHN HOWARD SOCIETY OF SASKATCHEWAN

WALK THE WALK

AUGUST 26, 2023 A CELEBRITY DRAG SHOW

WALK THE WALK IS A CELEBRITY DRAG SHOW AND FUNDRAISER IN SUPPORT OF LULU'S LODGE, REGINA'S ONLY LGBTQ2S+ TRANSITIONAL YOUTH SHELTER OPERATED BY JOHN HOWARD SOCIETY OF SASKATCHEWAN (JHSS). WALK THE WALK IS THE BRAINCHILD OF THE FABULOUS FLO MINGO, A TIRELESS SUPPORTER OF YOUTH OF LULU'S LODGE. WE COULDN'T DO THIS WORK WITHOUT OUR FRIEND, FLO!

THE INAUGURAL EDITION OF WALK THE WALK RAISED $67,000 FOR OUR CAPITAL CAMPAIGN TO PURCHASE A NEW HOME. BEING NEW TO THE FUNDRAISING GAME, WE WERE GRATEFUL TO OUR FRIENDS AT AVANA FOR STEPPING FORWARD TO BE OUR ONLY SPONSOR IN YEAR ONE. WITH THEIR GENEROUS "LULU'S HERO" SPONSORSHIP ($15K) IN YEAR TWO, ALONG WITH THEIR SURPRISE $100,000 ADDITION, AND SEVERAL MORE BUSINESSESS STEPPING FORWARD TO SPONSOR, JHSS WAS ABLE TO RAISE $226,000 TO SUPPORT OPERATIONS AT LULU'S LODGE!

IN 2022, APPROXIMATELY $**150,000** OF OUR TOTAL CAME FROM GENEROUS SPONSORS, SHOWING THE SIGNIFICANT IMPACT SPONSORS CAN HAVE IN THE LIVES OF 2SLGBTQ+ YOUTH! PLEASE CONSIDER SUPPORTING THESE COURAGEOUS YOUTH IN REGINA THROUGH SPONSORSHIP OF WALK THE WALK. HELP US PROVIDE 2SLGBTQ+ YOUTH WITH A HOME AND A PLACE WHERE THEY CAN TRULY BELONG AS THEMSELVES.

JOIN US AT CASINO REGINA ON AUGUST 26 TO SEE WHO WILL SASHAY AWAY AND WHICH CELEBRITY PERFORMER WILL TAKE HOME THE CROWN. IT'S MORE THAN JUST A NIGHT OF ENTERTAINMENT. IT'S AN OPPORTUNITY TO MAKE A POWERFUL STATEMENT TO LGBTQ2S+ YOUTH IN REGNIA, LETTING THEM KNOW THEY ARE HOME HERE.

WE HOPE YOU'LL CONSIDER JOINING US!

ABOUT JHSS

EFFECTIVE JUST HUMANE

JohnHoward
THE JOHN HOWARD SOCIETY OF SASKATCHEWAN

John Howard Society of Saskatchewan (JHSS) is a well-established non-profit provincial organization that provides effective, just, and humane services in response to the causes and consequences of crime, and assists individuals who are at risk or are involved in the criminal justice process.

MISSION

John Howard Society of Saskatchewan provides prevention, intervention, support services, and advocacy for individuals who are at risk or are involved in the criminal justice process.

VISION

Communities have effective, just, humane practices supporting positive social outcomes.

ABOUT LULU'S

Lulu's Lodge

A Place to Call Home

JOHN HOWARD SOCIETY OF SASKATCHEWAN

Lulu's Lodge is a 5-bedroom supportive transitional home for LGBTQ2S+ youth aged 16-21 facing homelessness. The program provides guidance and support to our LGBTQ2S+ youth around education, physical health, mental wellness, family reunification, legal matters, and advocacy.

Quotes from Lulu's Lodge Residents

"It's a place I am free to be myself"

"It feels safe here,
like a little community full of love"

"Lulu's is a place where I feel more
understood than anywhere else"

WALK THE WALK 2022

Between all of our wonderful sponsors, celebrity performers, and the community, we were able to raise an incredible total of $126,000! Or so we thought...

The wonderful Avana team presented a surprise $100,000 donation, on top of their already generous $15,000 Lulu's Hero sponsorship, to close the evening.

Brought to you by:

AVANA

2022 Walk The Walk Sponsors

MILLER THOMSON AVOCATS | LAWYERS

AVANA

SaskTel

Dessert Sweets Ice Cream & Candy Store

Casino Regina

University of Regina

Regina & District Chamber of Commerce

THE MORTGAGE PEOPLE

phoenix group

Candice Carr Mortgage Broker

WESTJET

realty one

THE NEED

Lulu's Lodge has a 95% occupancy rate, with several people on the waitlist.

LGBTQ2S+ youth experience high rates of discrimination/violence in shelters.

Up to 40,000 youth in Canada live in homelessness yearly.

Up to 7,000 youth in Canada will seek safe shelter tonight.

25 - 40% of youth living in homelessness in Canada identify as LGBTQ2S+.

Lulu's Lodge is a safe place for 2SLGBTQ+ youth to access shelter, support, and community.

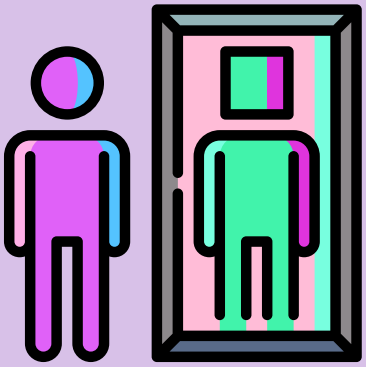
SPONSOR IMPACT

TRANSPORTATION
$50 per month

FOOD SECURITY
$100 per month

EQUESTRIAN THERAPY
$100 per month

FOOD SECURITY
$100 per month



CHEST BINDER
$40 - $50 each

CASEWORKER SUPPORT
$50,000 annually

JHSS ha our Walk The Walk sponsorships and generous community donors to provide programming and meet the unique needs of 2SLGBTQ+ youth at Lulu's Lodge. We are so thankful to those who choose to join the Lulu's Lodge community through sponsorship and donation!

We couldn't do it without your help!

SPONSORSHIP TIERS

LULU'S HERO

$15,000 (ONLY 1 AVAILABLE)

HOSPITALITY

- Sponsor naming rights to WTW (Flo Mingo presents Walk The Walk sponsored by: _____)
- 16 seats to WTW Celebrity Drag Show 2023 (2 Tables)
- 16 Lulu's Lodge Swag Bags
- 25 tickets in 50/50 draw
- 4 bottles of wine per table w/ charcuterie board
- Donation Receipt

MEDIA

- Public thank you on the JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website
- Opportunity to address audience at WTW

BRANDING

- Full page advertising space in event program
- Verbal recognition at WTW
- Logo of sponsor displayed on Lulu's Lodge donor wall
- Company logo displayed on general signage at event
- Sponsor Thank You signage with company name/logo featured at WTW

SPONSORSHIP TIERS

LULU'S CHAMPION

$10,000

HOSPITALITY

- 8 seats to WTW Celebrity Drag Show 2023 (Table)
- 8 Lulu's Lodge Swag Bags
- 20 tickets in 50/50 draw
- 4 bottles of wine per table w/ charcuterie board
- Donation Receipt

MEDIA

- Public thank you on the JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website
- Opportunity to address audience at WTW

BRANDING

- 2/3 page advertising space in event program
- Verbal recognition at WTW
- Logo of sponsor displayed on Lulu's Lodge donor wall
- Company logo displayed on general signage at event
- Sponsor Thank You signage with company name/logo featured at WTW

SPONSORSHIP TIERS

LULU'S ADVOCATE

$5,000

HOSPITALITY

- 4 tickets to WTW Celebrity Drag Show 2023 (Table)
- 4 Lulu's Lodge Swag Bags
- 15 tickets in 50/50 draw
- 2 bottles of wine per table w/ charcuterie board
- Donation Receipt

MEDIA

- Public thank you on the JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website

BRANDING

- 1/2 page advertising space in event program
- Verbal recognition at WTW
- Company logo displayed on general signage at event
- Sponsor Thank You signage with company name/logo featured at WTW

SPONSORSHIP TIERS

LULU'S PARTNER

$2,500

HOSPITALITY

- 4 tickets to WTW Celebrity Drag Show 2023 (Balcony)
- 4 Lulu's Lodge Swag Bags
- 10 tickets in 50/50 draw
- Donation Receipt

MEDIA

- Public thank you on JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website

BRANDING

- 1/3 page advertising space in event program
- Verbal recognition at WTW
- Company logo displayed on general signage at event

SPONSORSHIP TIERS

LULU'S SPONSOR

$1,000

HOSPITALITY

- 2 tickets to WTW Celebrity Drag Show 2023
- 2 Lulu's Lodge Swag Bags
- 5 tickets in 50/50 draw
- Donation Receipt

MEDIA

- Public thank you on the JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website

BRANDING

- 1/4 page advertising space in event program
- Verbal recognition at WTW
- Company logo displayed on general signage at event

SPONSORSHIP TIERS

LULU'S FRIEND

$500

HOSPITALITY

- 1 ticket to WTW Celebrity Drag Show 2023
- 1 Lulu's Lodge Swag Bag
- Donation Receipt

MEDIA

- Public thank you on the JHSS/Lulu's Lodge social media platforms dedicated to your company
- A link to your website listed under sponsor section on JHSS website

BRANDING

- 1/5 page advertising space in event program
- Name/Logo of sponsor displayed on donor wall at Lulu's Lodge
- Company logo displayed on general signage at event

EFFECTIVE JUST HUMANE

JohnHoward
THE JOHN HOWARD SOCIETY OF SASKATCHEWAN

THANK YOU FOR CONSIDERING SPONSORSHIP OF WALK THE WALK IN 2023!

PLEASE CONNECT WITH US IF YOU HAVE ANY QUESTIONS.

WE HOPE YOULL JOIN US FOR WALK THE WALK 2023.

CONTACT NAME

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PHONE

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EMAIL

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WEBSITE

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SOCIAL MEDIA

SPONSORSHIP FORM ON BACK PAGE!

Lulu's Lodge
A Place to Call Home
JOHN HOWARD SOCIETY OF SASKATCHEWAN

SPONSOR FORM

*** Please submit form by JULY 1, 2023 to ensure you are included in all Walk The Walk promotional materials.***

Please select your sponsorship level:

- ☐ CHAMPION
- ☐ ADVOCATE
- ☐ PARTNER
- ☐ FRIEND
- ☐ SPONSOR

Company: _____

Contact: _____

Mailing Address: _____

Email: _____

Telephone: _____

Method of Payment:

☐ **CREDIT CARD**

VISA AND MASTERCARD PAYMENT CAN BE MADE THROUGH CANADAHELPS
(https://www.canadahelps.org/en/charities/john-howard-society-of-saskatchewan/)

☐ **Cheque**

CHEQUES SHOULD BE MADE OUT TO JOHN HOWARD SOCIETY OF SASKATCHEWAN

Name (as it appears on card): _____

Credit Card Number: _____

Expiry Date: _____

Amount: _____

PLEASE SCAN AND EMAIL TO
broberts@sk.johnhoward.ca

Signature: _____