



A DAY AFTER FREEDOM



Aura Freedom's 10-year anniversary event - Oct 2023

EVENT SPONSORSHIP PACKAGE



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CELEBRATING 10 YEARS OF
AURA FREEDOM
INTERNATIONAL

ABOUT AURA FREEDOM

Aura Freedom's vision is a world in which all women and girls live free from violence.

WHO WE ARE:

Created in the name of gender equality, Aura Freedom is a grassroots, intersectional feminist organization based in Toronto that works to **eradicate violence against women and human trafficking**. We work with a diverse group of allies to achieve our goals and create long-lasting, systemic change.

Through **education, advocacy, research, training, movement-building, and survivor support**, Aura Freedom has implemented sustainable and creative projects preventing and addressing gender-based violence and human trafficking in both Canada and South Asia.

OUR WORK:

- Education and Knowledge Sharing
- Awareness Campaigns and Special Events
- Workshops and Training
- Media Analysis and Reform
- Grassroots and Community Research
- Advocacy and Policy Work
- Survivor Support

OUR METHOD:

- Address root causes of gender-based violence
- Dismantle patriarchy, racism, colonialism, and other oppressive systems
- Build the intersectional feminist movement and advance equity
- Listen to grassroots excellence
- Amplify marginalized women's voices (Indigenous, racialized, newcomers, etc.)
- Remain trauma-informed and survivor-centric



RECENT WORK & PROJECTS



HUMAN TRAFFICKING PREVENTION:

Aura Freedom is a leader in human trafficking prevention, having consulted at the Regional, Provincial and Federal levels of government. We are a member of several national and international coalitions addressing trafficking as well as a key advisor to numerous Canadian stakeholders, including **Victim Services Toronto, TDSB, YRDSB**, and more. We facilitate workshops for frontline workers, school boards, government, educators, youth, etc., having received the **Mayor's Community Safety Award** from the **City of Toronto** for our work. In 2021, we launched our **Human Trafficking Info Hub**, a microsite of information and resources that has become a trusted resource for frontline workers, agencies, schools, Police, and more.

RELENTLESS RESILIENCE

Relentless Resilience is a multi-media campaign and permanent movement by Aura Freedom to end Gender-Based Violence in Canada.. It was named one of **Canada's Top 100 Recovery Projects**. In our first year after our launch, our campaign reached over **1 million people**. Our **Gender-Based Violence Resource Centre** houses info for the public and those working in the field of gender-based violence all in one place.



IPV DECLARED AN EPIDEMIC IN TORONTO

Aura Freedom released our **Brief** and **Call to Action** in partnership with **Women's Habitat of Etobicoke** to have **Intimate Partner Violence declared an epidemic** in Toronto. After weeks of tireless advocacy, we attended City Hall to meet with Mayor Chow and Councillor Lily Cheng. On the same day, we witnessed **Mayor Chow and the City Council** voted unanimously in favour to declare Intimate Partner Violence and Gender-Based Violence an epidemic in Toronto.

GENDER-BASED VIOLENCE IN THE MEDIA

Aura Freedom is currently spearheading a federally-funded project that has coordinated a **National Network** of GBV and Media Experts in Canada to partner in creating a set of **National Guidelines** when reporting on Gender-Based Violence in the media. Our partners exist across Canada and the world, and the work we do will have lasting effects for generations to come.



WHY WE NEED YOUR SUPPORT

Violence against women is fracturing families and communities around the globe. It is creating intergenerational trauma and addiction, disrupting education, limiting economic empowerment, and perpetuating poverty. **It is impacting ALL OF US.**

We have been doing this work for over a **decade**, and we are **still here**. Anyone doing this work knows we have to be in this for the "long haul" - there is no quick fix to violence against women, but we are ready for the challenge. Will you stand with us?

Each year in Canada, hundreds of thousands of children will witness domestic violence.

These children have double the rate of psychiatric disorders as children from non-violent homes.



47,000+

domestic-related calls were made to the five (5) Police Forces across the GTA alone in 2019.

52

According to OAITH, in Ontario alone, **52 women & girls lost their lives in 52 weeks** from November 2021 to November 2022. 36% of these femicides were by an intimate partner. Over **73% were known to the victim in some way.**

97%

of victims of human trafficking were women and girls according to Statistics Canada. Further, Indigenous women and girls are disproportionately affected by human trafficking in Canada.

2 in 5

Canadian women suffer some form of abuse at the **hands of their partners.**

92%

of human trafficking victims know their trafficker beforehand.

The National Inquiry into Missing & Murdered Indigenous Women concluded that the murders and disappearances of Indigenous women, girls, and 2-Spirit people amounts to

Genocide.

ABOUT THE EVENT

A Day After Freedom is an event to celebrate a decade of Aura Freedom's work eradicating violence against Women and Human Trafficking.

Join us for live music, art & activism!

Enjoy finger foods, merch, a silent auction, cash bar and more.



Hear from Aura Freedom's
Founder, Marissa Kokkoros

October 18, 2023 - 6pm
El Mocambo, Toronto



WITH LIVE MUSIC BY
NEON NOSTALGIC

SPONSORSHIP OPPORTUNITIES

Grassroots Sponsor (10 spots)

Two (2) Free Tickets to the Decade Event
Verbal Recognition at the Decade Event
Added to Sponsor List, shared on Social Media
Sponsor Logo added to our Event Page

\$1,000



Our Relentless Resilience campaign reached over **1 million** people in the first year. Almost **400,000** social media impressions were reached in the same timeframe.

Community Sponsor (5 spots)

Four (4) Free Tickets to the Decade Event
Verbal Recognition at the Decade Event
Logo Placement Opportunity at the Event
Recognized Sponsor on Social Media (with Logo)
Added to Sponsor List, shared in Aura Freedom Newsletter
Sponsor Logo added to our Event Page and other Marketing/Event Promotion Materials

\$5,000

Main Sponsor (2 spots)

Ten (10) Free Tickets to the Decade Event
Verbal Recognition at Event, Including Brief Description of Service/Company
Logo Placement Opportunity at the Event
Dedicated Promotional Feature on Social Media including Spotlight for *Thankful Thursday*
Promotional Feature in our Oct/Nov 2023 Newsletter
Sponsor Logo added to our Event Page and other Marketing/Event Promotion Materials
Added to Sponsor List on Aura Freedom Website
Other Custom Requests

\$10,000

Tax receipts available for all sponsors.

OTHER WAYS TO SPONSOR

- **SILENT AUCTION ITEMS:** Sponsor the event by donating Silent Auction item(s). All items will include the name of the Company/Donor and will also be listed in our Monthly Newsletter for even more promotional opportunity.
- **IN-KIND ITEMS:** Do you offer products that you would like to share at our event? **We are looking for:** food sponsors (i.e. ready-to-eat foods, cold eats, finger foods), wine / spirit sponsors, swag bag items, and more.
- **MONETARY DONATIONS:** We are looking for support to fund the Decade Event (i.e. vendors, event supplies). We welcome any monetary donations of any amount.



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10 YEARS OF

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CONTACT US

If you are interested in sponsorship opportunities or have any inquiries.



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