



May 15, 2015

Dear Colleague:

We invite you to consider a sponsorship of \$1,000 to \$10,000 in support of our Father's Day Pledge to End Gender Violence. Your sponsorship of this community-wide weeklong celebration in June will help us recognize men and boys who believe in respectful, healthy relationships.

In sponsoring this initiative, you'll be joining the Pittsburgh Pirates, Philadelphia Phillies, Heinz Endowments and FISA Foundation, among others.

Benefits to your organization's sponsorship of the Father's Day events include:

- Your logo prominently displayed on the Father's Day full-page newspaper ads running in Pittsburgh, Philadelphia and Harrisburg, and at the pledge signing booth located at PNC Park before the Pirates/Phillies game on June 13, 2015
- Your logo prominently displayed on the pasaysnomore.com website where the pledge can be signed online, and on the No More toolkits that will be distributed to companies and organizations
- A representative from your organization signing the pledge for the full page ads and featured in the upcoming "No More" public service announcement.

We are proud to promote civic-minded businesses like yours that are making positive contributions in our communities every day. I hope you will help us continue this important conversation with thousands of adolescents and their parents about healthy masculinity, while promoting safe and effective bystander intervention practices.

Thank you for your consideration.

Dee Baker
Fund Development Director

www.pcadv.org

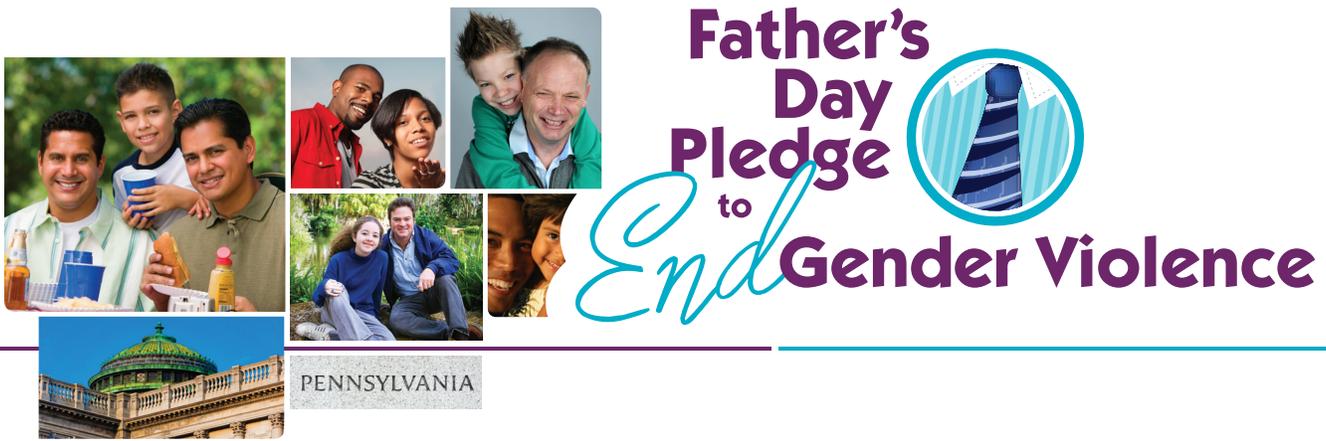
Pennsylvania Coalition Against Domestic Violence

3605 Vartan Way, Suite 101, Harrisburg, PA 17110

PHONE (717) 545-6400 (800) 932-4632

TTY (800) 553-2508

NO MORE | TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT



Father's Day Pledge to End Gender Violence

Domestic violence is a pervasive and life-threatening crime that affects millions of people across our nation. The first National Intimate Partner and Sexual Violence Survey in 2012 found that more than **1 in 3 women** and more than **1 in 4 men** in the United States have experienced rape, physical violence or stalking by an intimate partner during their lifetime. Among states, Pennsylvania ranked 15th in the U.S. in terms of violence against women, and ranked 25th in violence against men.

The Pennsylvania Coalition Against Domestic Violence (PCADV) collaborates with the Pennsylvania Coalition Against Rape (PCAR) to provide leadership across the state on issues of domestic violence and sexual assault. We are cooperatively promoting the national NO MORE campaign in Pennsylvania and jointly operate a website, www.pasaysnomore.com, to raise public awareness regarding how to end domestic violence and sexual assault in Pennsylvania communities. A key strategy in this campaign is teaching men to communicate positive messages about healthy relationships and respect for women.

We are building a statewide community of citizens, companies and organizations that understand domestic violence is a societal safety issue that can and must be prevented through response and action. To date, we have partnerships with the Pittsburgh Pirates, Philadelphia Phillies, Harrisburg Senators, FISA Foundation, The Heinz Endowments and other members of the public and private sectors across the state.



A weeklong celebration of fathers and community wide events encouraging men and boys to sign a Father's Day Pledge to end gender violence will take place in Pittsburgh, Philadelphia and Harrisburg the week of June 13 – 21, 2015.

In Pittsburgh, the celebration kicks off on June 13 before the Pirates game. Pittsburgh is hosting the Phillies that day and both teams will stand united before the first pitch, to say "NO MORE" to domestic violence and sexual assault. New No More public service announcements featuring Pirates and Phillies players will also be unveiled at the game, and dads and their sons will be encouraged to sign the pledge. Community-wide pledge signing events will occur in Pittsburgh, Harrisburg and Philadelphia the following week leading up to Father's Day.

On Father's Day, full-page ads featuring the pledge and the names and signatures of sports, business, community and civic leaders who have pledged to help end gender violence will run in the Pittsburgh Post-Gazette, Philadelphia Inquirer and The Patriot News. I have attached the ad that ran in Pittsburgh last year in partnership with The Heinz Endowments and FISA Foundation, although the 2015 ad will include many more leaders' signatures. The same papers will include an Op-Ed about ending domestic violence and sexual assault authored by KDKA-TV Sports Director Bob Pompeani.



Father's Day Pledge to End Gender Violence



PENNSYLVANIA

Sponsor Levels and Benefits

Sponsor Benefits	Presenting	Champion	Partner	Sponsor
Father's Day Events June 13–21, 2015 Pittsburgh, Philadelphia and Harrisburg	Presenting sponsor at all community events	Logo highly visible at all community events	Name visible at local community events	Name visible at local community events
Mentions in Advertising Fathers Day full page ads Pittsburgh, Philadelphia and Harrisburg	Prominent logo in all 3 papers	Logo in all 3 papers	Listing in 2 papers	Listing in 1 paper
Social Media Campaign Three months specific mentions of sponsors and activities	3 Facebook posts 3 Twitter posts	2 Facebook posts 2 Twitter posts	1 Facebook post 1 Twitter post	
VIP Pirates Game Tickets Early admission, VIP parking and access to private meet & greet	6	4	2	1
Public Recognition Logo included on Engaging Men toolkits; company representative signing pledge and being in future No More PSA				
Address the Audience Opportunity to address audience and/or introduce speaker at community pledge signing event				
Exposure on PaSaysNoMore Website	Prominent logo & link	Logo & link	Partner listing	Partner listing
PCADV E-Newsletter	Photo/caption	Profile	Partner listing	Sponsor listing
Sponsorship Fulfillment Report				
Sponsor Investment	\$10,000	\$5,000	\$2,500	\$1,000