

# Brunch, Bid & Bowl



**Birchway**  
N I A G A R A

## Sponsorship Package

March 7, 2026

Club Italia

2525 Montrose Rd, Niagara Falls, ON L2H 0T9

# Table of Contents

|                              |        |
|------------------------------|--------|
| About Birchway Niagara       | Page 1 |
| About Brunch, Bid & Bowl     | Page 2 |
| Placemat Sponsor             | Page 3 |
| Brunch Sponsor               | Page 4 |
| Bid Sponsor                  | Page 4 |
| Live Auction Prize Sponsor   | Page 5 |
| Dessert Sponsor              | Page 6 |
| Heads or Tails Sponsor       | Page 6 |
| Table Sponsor                | Page 7 |
| Lane Sponsor                 | Page 7 |
| Make Your Life-Changing Gift | Page 8 |

# About Birchway Niagara

Birchway Niagara owes its existence to the work of members of our community who saw a need to support women and children experiencing domestic violence. It was through their hard work that two women's shelters opened in Welland and Niagara Falls in the early 1980s. In 1997, the two sites both became part of the same organization, and Serenity Place (Welland) and Nova House (Niagara Falls) together became known as "Women's Place of South Niagara Inc."

In 2022, significant changes were made to domestic violence services in South Niagara. Serenity Place closed and a new satellite office opened in Welland to continue domestic violence support in this community. To meet the increasing need for domestic violence services, the doors opened on a newly-expanded shelter in Niagara Falls, increasing the total safe beds operated by Women's Place from 30 to 40.

Change continued in 2023 when Women's Place changed its name to Birchway Niagara. While Birchway Niagara's services continue to protect and empower women and children impacted by abuse, the new inclusive name represents a growing understanding that abuse is an issue that impacts everyone. It is also a problem that must be solved by everyone. As Birchway Niagara evolves and grows, we will work toward addressing the root causes of abuse, engaging members of our community regardless of their race, age, gender, sexuality or economic status.

**We will be a shoulder to lean on, a voice to  
advocate for, a space to feel safe in, an ally  
to trust, a guide to navigate, and a  
counsellor to heal for everyone affected by  
all forms of abuse.**

# About Brunch, Bid & Bowl

Brunch, Bid and Bowl brings together over 300 members of the community to raise funds for and awareness of gender-based violence and abuse.

The event features a buffet-style brunch hosted by Club Italia. Attendees have the opportunity to participate in a silent auction, an exciting live auction hosted by Layne the Auctionista, as well as an interactive “heads or tails” game. Following brunch, participants then head to Cataract Bowl where they and their teammates can bowl the afternoon away to help strike out violence in their community.

The event is a fun opportunity for friends, family, staff and other community groups to come together in support of a great cause and in celebration of International Women’s Day. Opportunities to customize your experience include:

- Participating in brunch, bidding and bowling.
- Participating in brunch and bidding.

**Last year’s event raised over \$97,000, thanks to the generous support of community members and partners.**







# Placemat Sponsor (1)

Brunch attendees receive a placemat designed by our youngest shelter residents as a souvenir from the day. Many attendees keep their placemats for years to come.

## PLACEMAT SPONSOR BENEFITS INCLUDE:

- 11x14 inch space on the back of the placement to share information about your company, services and/or values. (Birchway Niagara requires artwork by February 19th, 2026 to allow time for production).
- Brunch for up to 4 guests. Reduced ticket cost for up to 4 additional guests of \$50 per person.
- Verbal recognition at the event.
- Recognition and logo on social media and website.
- Recognition in e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program.
- Exclusive pre-event access.

To achieve the fullest value of your sponsorship, we recommend having representatives attend the event and providing a silent or live auction prize for guests to bid on.

**The value of the Placemat Sponsorship is \$3000.**

# Brunch Sponsor (1)

## BRUNCH SPONSOR BENEFITS INCLUDE:

- "Brunch Presented by..." rights.
- Brunch for up to 2 guests. Reduced ticket cost for up to 6 guests of \$50 per person.
- Verbal recognition at the event.
- Prominent signage at the event venue on brunch table.
- Volunteer opportunities for your staff team.
- Recognition and logo on social media and website.
- Recognition in e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program.
- Exclusive pre-event access.

**The value of the Brunch Sponsorship is \$1000.**

# Bid Sponsor (1)

## BRUNCH SPONSOR BENEFITS INCLUDE:

- Prominent signage at the event venue near silent auction tables.
- Brunch for up to 2 guests. Reduced ticket cost for up to 6 additional guests of \$50 per person.
- Verbal recognition at the event.
- Volunteer opportunities for your staff team.
- Recognition and logo on social media and website.
- Recognition in e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program and bid sheets.
- Exclusive pre-event access.

**The value of the Bid Sponsorship is \$1000.**





# Live Auction Prize Sponsor (8)

## BRUNCH SPONSOR BENEFITS INCLUDE:

- Verbal recognition at the event.
- Prominent signage at the event venue on during live auction on drop-down screens.
- Volunteer opportunities for your staff team.
- Recognition and logo on social media and website.
- Recognition in e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program.
- Recognition on promotional materials highlight the live auction prize to be won.
- Exclusive pre-event access.
- Reduced ticket cost for up to 8 guests of \$50 per person.

**The value of the Auction Prize Sponsorship is valued between \$500 to \$1500 depending on prize tier.**





# Dessert Sponsor (1)

## DESSERT SPONSOR BENEFITS INCLUDE:

- "Dessert Presented by..." rights.
- Brunch for up to 2 guests. Reduced ticket cost for up to 6 additional guests of \$50 per person.
- Verbal recognition at the event.
- Prominent signage at the event venue on dessert table.
- Recognition and logo on social media and website.
- Recognition on e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program.
- Exclusive pre-event access.

The value of the  
Dessert Sponsorship is \$1000.

# Heads or Tails Sponsor (1)

## HEADS OR TAILS SPONSOR BENEFITS INCLUDE:

- A representative from your agency is the designated "coin-flipper" for the Heads or Tails game.
- "Heads or Tails Prize Presented by..." rights.
- Brunch for up to 2 guests. Reduced ticket cost for up to 6 additional guests of \$50 per person.
- Volunteer opportunities for your staff team.
- Recognition and logo on social media and website.
- Recognition on e-blasts reaching over 6000 people.
- Recognition on participant materials such as the event program.
- Exclusive pre-event access.

The value of the Heads or Tails  
Sponsorship is \$1000.



# Table Sponsor

## TABLE SPONSOR BENEFITS INCLUDE:

- Signage on every brunch table with over 300 guests.
- Recognition on Birchway Niagara's social media.
- Recognition on website.
- Recognition on event program.
- Reduced ticket cost for up to 8 guests of \$50 per person.

**The value of the Table Sponsorship is \$500**



# Lane Sponsor

## LANE SPONSOR BENEFITS INCLUDE:

- Signage at Cataract Bowl hosting approximately 150 guests.
- Recognition on Birchway Niagara's social media.
- Recognition on website.
- Recognition on event program.
- Reduced ticket cost for up to 8 guests of \$50 per person.

**The value of the Lane Sponsorship is \$250**





# Make Your Life-Changing Gift

Birchway Niagara is grateful for your consideration of this sponsorship package.

If you have any questions or are ready to become an ally against abuse and make your life-changing gift in support of this event, please reach out using the information below. If there is an opportunity to discuss this package in person, we would be delighted to speak with you and your organization.

## Teagan Foord

Fundraising and Events Manager  
905-356-3933 ext. 241  
TeaganF@Birchway.ca

Cheques can be made payable  
and mailed to:

## Birchway Niagara

8903 McLeod Road  
Niagara Falls, ON, L2H 3S6  
(attn: Fundraising and Events Manager)

E-Transfers can be directed to:  
[businessmgr@wpsn.ca](mailto:businessmgr@wpsn.ca)

Charitable Registration #131135717RR0001

# Thank you!