

# Brunch, Bid & Bowl



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

## Sponsorship Package

Club Italia | March 9, 2024

# Contents

**Page 2**

About Birchway Niagara

**Page 3**

About Brunch, Bid and Bowl

**Page 4**

Your Impact: 2023 Survey Results

**Page 5**

Brunch and Bid Sponsorship

**Page 6**

Bowl and Lane Sponsorship

**Page 7**

Making Your Contribution



# 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 the core of Birchway'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 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 150–200 members of the community while raising 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 lunch, participants then head to Cataract Bowl where they their teammates can bowl the afternoon away to help strike out violence in their community.

The event is an opportunity for friends, family, staff and other community groups to come together in support of a great cause.

Opportunities to customize your experience include:

- Participating in brunch, bidding and bowling;
- Participating in brunch and bidding; or
- Participating in brunch only.

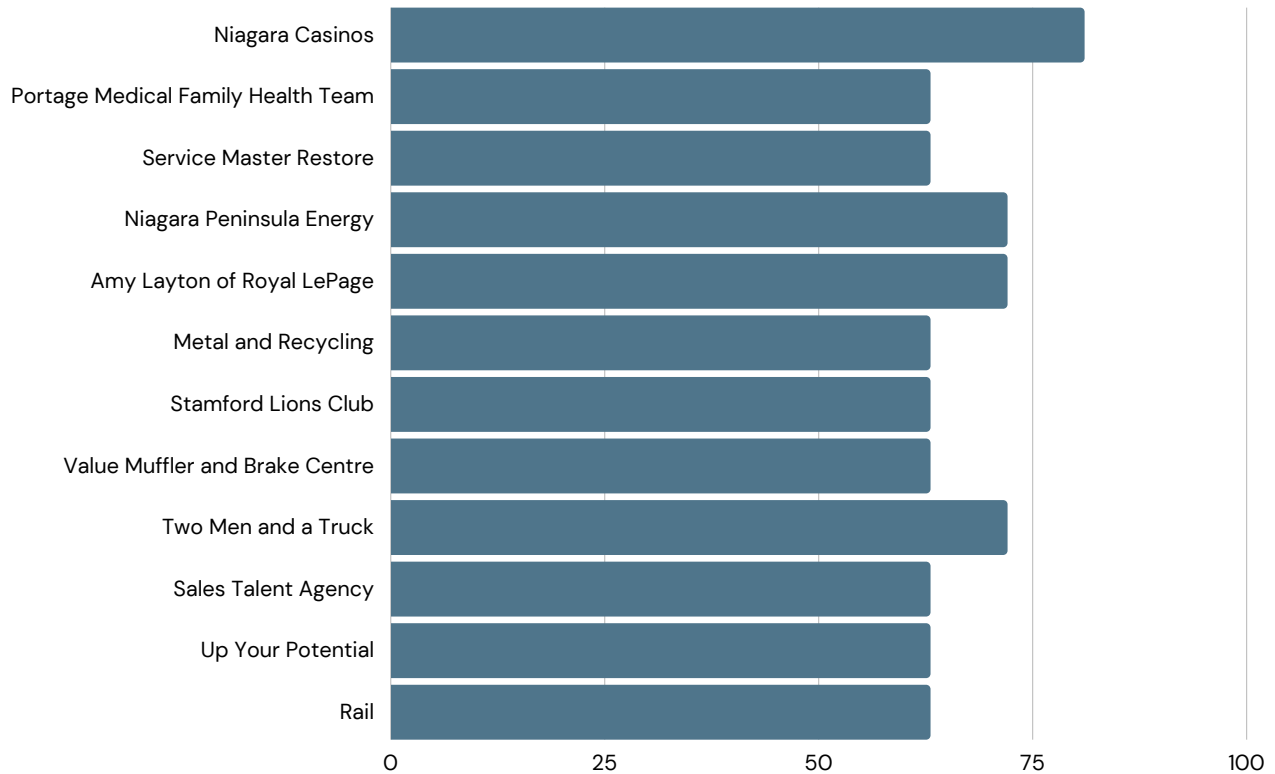
**Last year’s event raised over \$60,000, thanks to the generous support of community members and partners.**



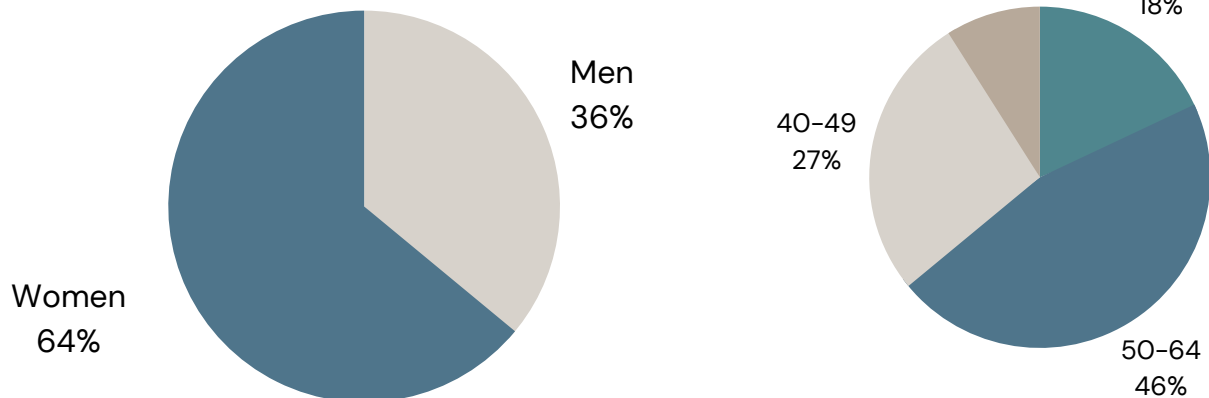
# Your Impact

## 2023 Servey Results

After last year's event, participants were surveyed to recall sponsor participation in Brunch, Bid and Bowl. The below chart demonstrates the percentage of surveyed attendees that were able to recall each sponsor.



The below graphs capture the gender and age demographics of surveyed attendees.



# Brunch Sponsor

*Valued at \$600*

Eat away at gender-based violence this International Women's Day by becoming a Brunch Sponsor.

## Benefits include:

- Signage on every brunch table hosting 150-200 guests;
- Recognition on social media;
- Recognition on website; and
- Recognition on materials regarding the brunch portion of the event.

# Bid Sponsor

*Valued at \$500*

Bid farewell to gender-based violence this International Women's Day by becoming a Bid Sponsor.

## Benefits include:

- Signage on silent auction tables seen by 150-200 guests;
- Recognition on social media
- Recognition on website; and
- Recognition on materials regarding the silent and live auction.



# Bowl Sponsor

*Valued at \$400*

Help strike-out gender-based violence this International Women's Day by becoming a Bowl Sponsor.

**Benefits include:**

- Signage at Cataract Bowl hosting 150-200 guests;
- Recognition on social media;
- Recognition on website; and
- Recognition on participant materials regarding bowling.

# Lane Sponsor

*Valued at \$250*

Support survivors of abuse in your community by becoming a Lane Sponsor.

**Benefits include:**

- Signage on bowling lanes at Cataract Bowl hosting 150-200 guests;
- Recognition on social media;
- Recognition on website; and
- Recognition on participant materials regarding bowling.



# Making Your Contribution

If you are ready to ally with survivors of gender-based violence and become a 2023 Brunch, Bid & Bowl sponsor, please reach out to Birchway Niagara using the information below:

## Andrea DiCenso

Fundraising and Events Manger  
andread@birchway.ca | 905-356-3933 ext. 241.

Cheques can be made payable and mailed to:

**Birchway Niagara**  
8903 McLeod Road  
Niagara Falls, ON, L2H 3S6

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

# Thank you!!!!

