

Birchway Book Riot

100,000+ Books



Sponsorship Package 2024

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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 Book Riot

The Birchway Book Riot is a much-anticipated event that attracts over 5000 shoppers to the Gale Centre each year. One of Canada's biggest and best used book sales, this event promotes literacy and raises tens of thousands of dollars to support critical domestic violence services in South Niagara.

The Book Riot began as a much smaller event as in 1981, when an organization called Niagara Women in Crisis was raising funds to help create a "transition house" in Niagara Falls, which would eventually open its doors on Thorold Stone Rd near Five Corners.

Over the past 43 years, while the name has changed few times, the annual sale has continued to grow, as has the need for domestic violence services. Book lovers excitedly mark the event on their calendars each year, some travelling great distances to attend!

Last year's sale, which featured over 100,000 books, puzzles, games DVDs, CDs, and raised over \$116,000 to support women and children experiencing violence in our community.

Will you be an ally against abuse and help Birchway Niagara to raise over \$116,000 as a sponsor at this year's sale?

EVENT DATES AND TIMES

Tuesday June 4- 4pm-9pm (Pre-Sale - \$10 admission)

Wednesday June 5 - 10am-9pm

Thursday June 6 - 10am-9pm (Daily special: Buy 2 CDs/DVDs, get 1 free!)

Friday June 7 - 10am-9pm (Daily special: Children/youth titles - Buy 2, get 1 free!)

Saturday June 8 - 9am-5pm (Daily special: Hardcover - Buy 2, get 1 free!)

Sunday June 9 - 9am-5pm (Bag Day - Fill a bag for \$10 or 3 bags for \$20)

Presenting Sponsor (1)

Presenting Sponsor Benefits include:

- "Book Riot Presented By..." Rights.
- Use of Birchway Niagara and Book Riot logos within the brand standards guidelines provided by Birchway Niagara.
- Gift Certificate for \$500 worth of books to select from the event.
- Prominent spot featured on custom printed bookmarks to be provided to every event attendee.
- Through the duration of the event, minimum of 2 shoutouts per day using overhead speaker system to deliver messaging pre-determined by sponsor. Message can be 10 to 30 seconds during the entire 6-day event.
- Free tickets for 10 people to the Pre-Sale on June 4 (4pm-9pm).
- Prominent signage at the event venue.
- Recognition on website and social media.
- Opportunity for group volunteering throughout the event.
- Opportunity to set up a table at the event.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.

The value of the Presenting Sponsor is \$10,000.



Major Sponsor (2)

Major Sponsor benefits include:

- Use of Birchway Niagara and Book Riot logos within the brand standards guidelines provided by Birchway Niagara.
- Gift Certificate for \$250 worth of books to select from the event.
- Sponsor is featured on custom printed bookmarks to be provided to every event attendee.
- Through the duration of the event, minimum of 1 shoutout per day using overhead speaker system to deliver messaging pre-determined by sponsor. Message can be 10 to 30 seconds during the entire 6-day event.
- Free tickets for 5 people to the Pre-Sale on June 4 (4pm-9pm).
- Signage at the event venue.
- Recognition on website and social media.
- Opportunity for group volunteering throughout the event.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.

The value of the Major Sponsor is \$5000.



Bag Tier 1 Sponsor (4)

Bag Tier 1 Sponsor benefits include:

- Sponsor logo and/or name printed on 2000 re-useable bags that will be sold at the event as memorabilia keepsakes.
- Recognition on website and social media.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

The value of the Bag Tier 1 Sponsor is \$2500.

Bag Tier 2 Sponsor (6)

Bag Tier 2 Sponsor benefits include:

- Sponsor logo and/or name printed on 2000 re-useable bags that will be sold at the event as memorabilia keepsakes.
- Recognition on website and social media.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

The value of the Bag Tier 2 Sponsor is \$1000.

Book Finder's Sponsor (20)

Book Finder's Sponsor benefits include:

- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Recognition on website and social media.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

The value of the Book Finder's Sponsor is \$500.

Door Prize Sponsor (1)

Door Prize Sponsor benefits include:

- Sponsor logo and/or name printed on door prize tickets that are filled out by every event attendee (5000+)
- Recognition on website and social media.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

The value of the Door Prize Sponsor is either:

- A gift in-kind of a prize valued at **\$500**; OR
- Cash to be used to purchase a prize valued at **\$500**

Raffle Prize Sponsor (1)

Raffle Prize Sponsor benefits include:

- Sponsor logo and/or name printed on raffle prize tickets that are purchased by event attendees and afterwards kept for their records.
- Recognition on website and social media.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

The value of the Door Prize Sponsor is either:

- A gift in-kind of a prize valued at **\$500**; OR
- Cash to be used to purchase a prize valued at **\$500**

50/50 Sponsor (1)

50/50 Sponsor benefits include:

- Sponsor logo and/or name printed on the 50/50 raffle tickets that are purchased by event attendees and afterwards kept for their records.
- Recognition on website and social media.
- Sponsor is featured on the floor plan distributed to 5000+ attendees.
- Free tickets for 2 people to the Pre-Sale on June 4 (4pm-9pm).

*The value of the 50/50 Sponsor is **\$300**.*



Making 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 towards this event, please reach out at the information below. If there is an opportunity to discuss this package in person, we would be delighted to present to you and your organization.

Andrea DiCenso

Fundraising and Events Manager

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:

christinaz@birchway.ca

Thank you!

