

# Birchway Book Riot

150,000+ Books



Sponsorship Package 2025

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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 the Book Riot

The Birchway Book Riot is a much-anticipated event that attracts over 6000 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 Niagara.

The Book Riot began as a much smaller event as in 1979, 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.

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, the 45th Book Riot, featured over 150,000 books, puzzles, games DVDs, CDs, and raised over \$164,000 to support women and children experiencing violence in our community.

**Will you be an ally against abuse and help Birchway  
Niagara to raise over \$164,000 as a sponsor at this  
year's sale?**

**Event coming June 2025 - See below for themed days**

**Tuesday** (Pre-sale: \$10 admission)

**Wednesday** (First day: open to the public)

**Thursday** (Daily special: buy 2 CDs/DVDs, get 1 free!)

**Friday** (Daily special: children/youth titles - buy 2, get 1 free!)

**Saturday** (Daily special: hardcovers - buy 2, get 1 free!)

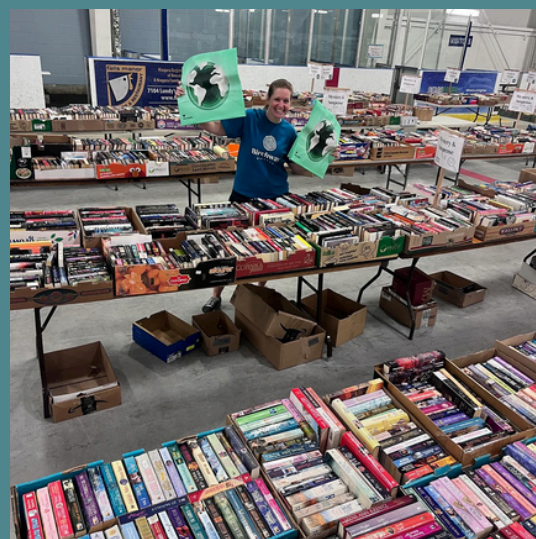
**Sunday** (Bag Day: Fill a bag for \$10 or 3 bags for \$20)

# Presenting Sponsor (1)

## Presenting Sponsor benefits include:

- "Birchway 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 (which can be broken into smaller increments).
- Prominent spot on custom-printed bookmarks provided to every event attendee.
- During the event, a minimum of 2 announcements per day (messaging pre-determined by sponsor). Message can be 10 to 30 seconds.
- Free tickets for up to 20 people to the pre-sale.
- Sponsor's logo is featured prominently on the Book Riot reusable bags given to 2000 individuals. Sponsor must provide an EPS (vector) version of their logo.
- 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 6000+ attendees.

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





## Major Sponsor (3)

### 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 (Which can be broken into smaller increments).
- Sponsor's logo is featured on the Book Riot reusable bags given to 2000 individuals. Sponsor must provide an EPS (vector) version of their logo.
- Sponsor's logo is featured on custom-printed bookmarks provided to every event attendee.
- During the event, a minimum of 1 announcement per day (messaging pre-determined by sponsor). Message can be 10 to 30 seconds.
- Free tickets for up to 10 people to the pre-sale.
- Custom printed signage at the event.
- Recognition on website and social media.
- Opportunity for group volunteering throughout the event.
- Sponsor is featured on the floor plan distributed to 6000+ attendees.

*The value of the Major Sponsorship is \$5000.*

# Bag Sponsor (5)

## Bag Sponsor benefits include:

- Sponsor logo and/or name printed on 2000 re-useable bags that will be provided to event attendees for free. Sponsor must provide an EPS (vector) version of their logo. (See image below for sample from past years).
- Recognition on website and social media.
- Opportunity for group volunteering throughout the event.
- Sponsor is featured on the floor plan distributed to 6000+ attendees.
- Free tickets for up to 5 people to the pre-sale.

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



# Book Finder's Sponsor (10)

## Book Finder's Sponsor benefits include:

- Sponsor is featured on the floor plan distributed to 6000+ attendees.
- Recognition on website and social media.
- Opportunity for group volunteering throughout the event.
- Free tickets for up to 5 people to the pre-sale.

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

# Door Prize Sponsor (1)

## Door Prize Sponsor benefits include:

- Sponsor logo and/or name printed on door prize tickets that are offered free to every attendee.
- Recognition on website, social media and entry.
- Sponsor is featured on the floor plan distributed to 6000+ attendees.
- Free tickets for up to 5 people to the pre-sale.

*The value of the Door Prize Sponsorship is either:*

- A gift in-kind of a prize valued up to **\$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 6000+ attendees.
- Free tickets for 5 people to the pre-sale.

*The value of the Door Prize Sponsorship is either:*

- A gift in-kind of a prize valued at a minimum of **\$500**; OR
- Cash to be used to purchase a prize valued at minimum of **\$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 6000+ attendees.
- Free tickets for 5 people to the Pre-Sale.

*The value of the 50/50 Sponsorship is **\$500**.*





# 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 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

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)

# Thank you!