



The Ray of Hope Walk

to End Violence Against Women

powered by the women of Omega Phi Beta Sorority, Inc.

October 7, 2017

www.OmegaPhiBeta.org/ROHW



The Ray of Hope Walk raises awareness of the violence and many forms of oppression women face everyday.

Sexual assault, rape culture, human trafficking and domestic violence are prevalent in our communities.

We must take a stand and plant the seeds for hope and change.

Omega Phi Beta Sorority, Incorporated works with organizations whose mission is to uplift and empower women nationally through trainings, direct services, and/or mentoring and donates the proceeds to the organization to help support their work.

Join us this year and be a ray of hope to end violence against women.

Herstory



OPBSI launched the Ray of Hope Initiative (ROHI) in 2010 with the goal to expand it to a nation-wide walk that strengthens our communities and brings various forms of Violence Against Women to light. In 2011, the first-ever walk was held in New York City and since then it has expanded to various cities and college campuses.

Today the ROHW continues to hold fast to its traditions of mobilizing and energizing the community through partnership with grassroots organizations, activists and artists, students and families, and by spreading awareness through our stories, our shared experiences, and celebrating the hope for a world free of gender-based violence and oppression.

Over the past 6 years, the Ray of Hope Walk has raised over \$40,000 for community organizations and nonprofits working towards raising awareness of violence against women and the empowerment of women.

2017 Walk



Our annual Ray of Hope Walk 2017 will be held in 4 cities this year; New York, Chicago, Berkeley, and Atlanta. All four cities will be working towards raising funds for Af3irm, an organization dedicated to fighting oppression in all its forms.

Our walk is uniquely organized at both undergraduate and post-graduate levels, allowing us to raise awareness of this issue on college campuses — where the threat of violence against student is very present — and in cities across the country. The walk represents an opportunity for brands and organizations to cultivate relationships with collegiate and alumnae women across the nation. Highlights of the 2017 include:



PERFORMANCES



SPEAKERS



COMMUNITY

How We Work



We're excited to get started.

First, we want to get to know you and your goals. Let's set up a time to chat on the phone or over coffee to walk through this packet.

Next, we'll provide you with a link to our agreement form and we'll commence our partnership. We'll always be on hand to check in via email or by phone throughout the planning process to answer any questions you may have.

At the end of the walk, we'll provide you with a summary report of results to ensure that your needs were met.

We look forward to partnering with you.

Sponsorship Levels



\$2,500 TEAM TAKE CHARGE:	\$1,000 TEAM TAKE ACTION:	\$500 TEAM SPREAD HOPE:
<p>All of the benefits of TEAM TAKE ACTION plus</p> <ul style="list-style-type: none">• a special community award to be presented at our walk.• Logo on volunteer shirts	<p>All of the benefits of TEAM SPREAD HOPE plus</p> <ul style="list-style-type: none">• 1 minute speaking spot at the event and;• recognition at our Launch events.	<ul style="list-style-type: none">• Company Logo will be featured in ROHW stage banner,• acknowledgement on all program advertisement including press release, e-communications (social media posts, website, emails),• a table at the event and;• ROHW swag for your attendees.

ALL DONATIONS ARE TAX-DEDUCTIBLE

Day-of Event Opportunities



Sign-in Host (\$400)

- 1 Banner at Sign-in Area
- Logo on ROHW homepage
- Logo on on-site Registration Form
- Logo on Sponsor Thank You Banner

Mile Markers (\$400)

- Logo placed on posters along the route (5)
- Opportunity to outfit mile marker volunteers with your organization's shirts
- Logo on ROHW homepage
- Logo on Sponsor Thank You Banner

Warm-Up Host (\$200)

- Representatives will lead participants in warm-up
- Recognition in announcements prior to warm up
- Logo on City-dedicated page of website
- Logo on ROHW homepage
- Logo on Sponsor Thank You Banner

Finish Line (\$700)

- Logo placed on large color sign at finish line
- Logo on ROHW homepage
- Logo on Sponsor Thank You Banner
- Opportunities to provide branded snacks and table cloths at finish line

Let's Partner

Email us at Community@OmegaPhiBeta.org to get started.