



JOY IN action

2026 SPONSORSHIP PACKAGE



A MESSAGE FROM JANET CAMPBELL, PRESIDENT AND CEO

We are proud to invite your organization to join us in supporting Joy in Action. Each year, Canadians from coast-to-coast walk, run, and cycle to raise awareness and funds to help prevent human trafficking and support survivors.

At The Joy Smith Foundation, purpose is not a passive idea. Joy in Action is a national movement that raises critical awareness and funds to combat human trafficking through prevention, intervention, and survivor support. Your partnership helps make this impact possible.

By becoming a sponsor, your organization will stand at the forefront of a powerful movement that demonstrates your commitment to protecting lives and building safer communities.

Your sponsorship directly supports life-changing education initiatives and vital intervention programs that empower survivors on their path to healing.

With gratitude,



Janet Campbell

Janet Campbell
President and CEO,
The Joy Smith Foundation



Watch this video to find out more about us!

[**About The Joy Smith Foundation**](#)

Why Partner With Us?

When you partner with The Joy Smith Foundation, your brand stands with Canada's leading authority on human trafficking prevention and survivor support. With more than 20 years of trusted leadership, we offer a purpose-driven partnership that reflects credibility, community impact, and national reach.

Credibility

For over two decades, The Joy Smith Foundation has delivered real, measurable results. We have supported more than 7,000 survivors and families through trauma-informed care and direct intervention. Each year, we also deliver more than 130 prevention education presentations and reach over 25,000 Canadians in person, empowering them with the tools to recognize and report human trafficking. When you partner with us, your organization becomes part of a trusted legacy of frontline impact.

Brand Alignment and Corporate Reputation

Modern consumers, employees, and partners expect companies to take a stand on the issues that matter. Aligning with The Joy Smith Foundation signals your commitment to community safety, education, and human rights. It strengthens your brand's reputation by connecting your values to a recognized national cause.

Audience Reach and Engagement

Your sponsorship gives your brand direct exposure to a large and growing audience. With more than 15,000 engaged email subscribers, over 7,700 active supporters across digital platforms, and national campaign visibility, your brand will be recognized by Canadians who care deeply about protecting the vulnerable. As our programs expand, so does your reach.

Beyond national visibility, Joy in Action creates direct access to event participants and volunteers at each of our official runs. With hundreds of attendees per location, sponsors gain high-value, face-to-face exposure with an audience that is active, engaged, and aligned with our mission.

Real Community Impact

Your investment supports more than awareness, it fuels action. Sponsorship dollars fund classroom and community education, survivor services, and national prevention initiatives that are transforming lives across the country. This is your opportunity to lead by example, empower change, and make a tangible difference where it matters most.

Highlights

- Over 15,000 active and engaged email subscribers
- More than 7,700 supporters across Facebook, Instagram, and YouTube
- Recognized and trusted across Canada for our work with survivors and communities

What Is Joy in Action?

Joy in Action is a nationwide run, walk, and cycle challenge in support of the Joy Smith Foundation's fight against human trafficking. The Official Events held in Brandon, Selkirk, and Steinbach bring participants together for inspiring days of community, fitness, and purpose. Throughout the campaign, supporters across Canada can also host their own Team-Led Events in schools, workplaces, and communities, each contributing to the shared movement to end human trafficking.

MAJOR AND COMMUNITY SPONSORSHIP OPPORTUNITIES

Major Sponsorship Levels: recognized at all Joy In Action events and across National campaign materials

Community Sponsorship Levels: recognized at one selected Joy In Action event only

Benefits \$25,000+	Major Presenting \$10,000+	Major Platinum \$5,000+	Major Gold \$2,500+	Community Silver \$1,000+	Community Bronze
Top Billing and Logo on All Materials	Exclusive				
Logo on Event Shirts	Feature	Large	Standard		
Premium Logo on Event Materials, and Website	Prominent	Large	Standard	Small	Website only
Featured Joy in Action Sponsor Section on Website	✓	✓	✓	✓	✓
Recognition in Press Releases and Media Coverage	✓	✓	✓		
Booth or Banner Display at Events	✓	✓	✓	One Event	One Event
Sponsor Feature in Email	Message/ Logo/Mention	Logo/Mention	Mention		
On-stage Recognition at ALL JIA Events	✓	✓	✓	One Event	One Event
Scope of Recognition	National	National	National	Local	Local
Presenting Sponsor Featured in JIA Video	✓				
Social Media Sponsor Post	✓	✓			
Sponsored Material Included in Participant Kits	✓	✓		One Event	One Event
Complimentary Registrations	15 Individuals	10 Individuals	5 Individuals	5 Individuals	2 Individuals
Post Event Recognition Communication	✓	✓	✓	✓	✓
First Right of Renewal for Next Year	✓				

Presenting Sponsor – \$25,000+

- Top billing as Presenting Sponsor on all Joy in Action materials, signage, shirts, and media.
- Significant web presence with premium logo placement and a linked feature section on the Joy in Action website.
- Spotlighted in one major mailout to our national email subscriber base.
- On-stage recognition and speaking opportunity at Joy In Action events.
- Dedicated Sponsor Feature Video shared on Joy in Action platforms and highlighted in our sponsor showcase section.
- All benefits of the Platinum package, plus enhanced media exposure and first right of renewal for 2027.

Platinum Sponsor – \$10,000+

- Premium logo placement on Joy in Action materials (shirts, website, posters, signage).
- Recognition in press releases, media coverage, and event acknowledgements.
- Featured mention in an email mailout to our national subscriber list.
- Booth or banner display at Joy In Action events.
- Social media feature post across Joy in Action platforms.
- Complimentary team registration.

Gold Sponsor – \$5,000+

- Logo placement on event shirts, website, and select signage.
- Recognition on social media and in the Joy in Action email.
- Option to include promotional materials in participant kits.
- Complimentary individual registrations for up to 10 participants.

Silver Sponsor – \$2,500+

- Logo placement on the Joy in Action website and select local materials.
- Recognition in post-event highlights and thank-you posts.
- Option to display materials at regional events or fundraisers.
- Complimentary registrations for up to 5 participants.

Bronze Sponsor – \$1,000+

- Logo on the Joy in Action website.
- Recognition in post-event communications.
- Complimentary registrations for 2 participants.

Event Sponsorship Form (Please complete.)

Sponsorship deadline March 31st, 2026.

SPONSORSHIP LEVEL

Presenting Platinum Gold Silver Bronze

NAME

First

Last

TITLE

ORGANIZATION

ADDRESS

Address Line 1

City

Province

Postal Code

EMAIL

PHONE NUMBER

PAYMENT INFORMATION

Credit Card Invoice E-transfer Cheque

Card Type

Card Number

Name on Card

Expiry Date

CVV

E-transfer payment to info@joysmithfoundation.com and include your company name in the payment comment details section.

Mail a cheque payable to Joy Smith Foundation Inc. to
JOY SMITH FOUNDATION
201 Portage Avenue, 18th Floor, Winnipeg MB R3B 3K6