



JOY^{IN} action

2027 SPONSORSHIP PACKAGE



 **JOY SMITH**
FOUNDATION

**Sponsor the entire
Joy In Action Series
or choose a single community event**

EAST BEACHES JOY RIDE - Cycling Event

Saturday, June 26, 2027 • 9:30 AM

STEINBACH - 5K & 10K Run/Walk

Saturday, July 24, 2027 • 9:30 AM

SELKIRK - 5K & 10K Run/Walk

Saturday, July 24, 2027 • 9:30 AM

BRANDON - 5K & 10K Run/Walk

Saturday, Sept 11, 2027 • 9:30 AM

joyinaction.ca

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
President and CEO,
The Joy Smith Foundation



Watch this video to find out more about us! <https://vimeo.com/900884440>

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 support survivors and families through trauma-informed care and direct intervention. We also deliver prevention education presentations and programming to reach 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 4 official events. 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 growing national movement bringing Canadians together in support of the Joy Smith Foundation's fight against human trafficking. In 2027, the campaign features the Joy in Action Run Series in Steinbach, Selkirk, and Brandon, along with the Beaches Joy Ride in Manitoba's East Beaches. Beyond these signature events, schools, workplaces, organizations, and communities across Canada can lead their own Joy in Action events, extending the campaign's reach, building awareness, and creating meaningful opportunities for Canadians to move with purpose and take action against 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	Major Platinum \$10,000+	Major Gold \$5,000+	Major Silver \$2,500+	Community Bronze \$1,000+	Community Sponsor Custom
Logo on Event Shirts	Feature	Large	Standard		Website only
Premium Logo on Event Materials, and Website	Prominent	Large	Standard	Small	
Featured Joy in Action Sponsor Section on Website	√	√	√	√	
Recognition in Press Releases and Media Coverage	√	√	√		
Can Have Booth at Events	All Events	All Events	All 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
Sponsor Feature 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	√	√	√	√	√

Event Sponsorship Form *(Please complete.)*

SPONSORSHIP LEVEL

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Community

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

CW

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

Major Platinum Sponsor — \$10,000+

- Top billing on all Joy in Action materials, signage and shirts.
- 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 should you desire.
- Dedicated Sponsor Feature Video shared on Joy in Action platforms
- Enhanced media exposure
- Complementary registration for up to 15 individuals
- Benefits included in Gold and Silver levels

Major Gold Sponsor — \$5,000+

- 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 option at Joy In Action events.
- Social media feature post across Joy in Action platforms.
- Complimentary registration up to 10 individuals.
- Benefits included in Silver level

Major Silver Sponsor — \$2,500+

- Logo on event shirts, website, and select signage.
- Recognition on social media and in the Joy in Action email campaign.
- Option to include promotional materials in participant event kits if you would like.
- Complimentary individual registrations for 5

Community Bronze Sponsor — \$1,000+

- 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 one Main Event
- Complimentary registrations for up to 5 participants.

Community Sponsors

- Featured Recognition in the Community of Choice
- Recognition in post-event communications.
- Complimentary registrations