



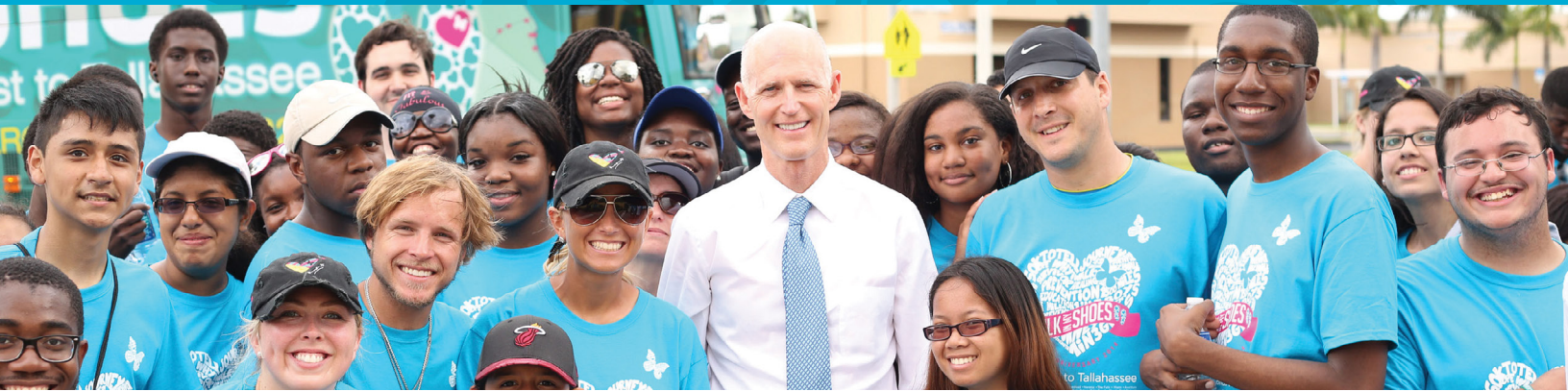
## 2018 WALK IN MY SHOES SPONSORSHIP PACKAGE

MARCH 2018



LAUREN'S KIDS





## WHY WOULD YOU WALK 1,500 MILES?

2018 marks the eighth anniversary of Lauren Book's *Walk in My Shoes* journey across the state of Florida. Over the past seven years, tens of thousands of Floridians, including thousands of survivors, have come out to walk with Lauren's Kids and show their support for its mission to end child sexual abuse and help survivors heal. *Walk in My Shoes* has given voice to an experience shared by 1 in 3 girls and 1 in 5 boys in the U.S. Armed with the knowledge that 95% of child sexual abuse is preventable through education and awareness, Lauren embarks on her *Walk in My Shoes* journey across the state of Florida to empower survivors, educate communities from Key West to Tallahassee and advocate for legislative change.

Since its inception in 2010, the statewide *Walk in My Shoes* has truly become a movement, with milestones including...

- More than 9,000 miles logged,
- Tens of thousands of walkers – including thousands of survivors – have joined Lauren on the journey,
- 3,500+ local, statewide and national media stories – including the cover of Newsweek magazine,
- More than two dozen laws changed to better support survivors and protect children and families

As much as we've done and as far as we've come, there is still more left to do in the fight for a safer Florida.

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**MISSION: TO PREVENT SEXUAL ABUSE THROUGH AWARENESS AND EDUCATION AND TO HELP SURVIVORS HEAL WITH GUIDANCE AND SUPPORT.**

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### LAUREN BOOK #Why I Walk

As a survivor of child sexual abuse and the founder and CEO of Lauren's Kids, I walk to protect childhood and turn tragedy into triumph. After surviving six years of child sexual abuse at the hands of my live-in female nanny, I was inspired to use my own horrific experience as a vehicle to prevent child sexual abuse and help victims heal into survivors and thrivers. Together, we are shining light in dark places...but I can't do it alone, I need your help. Join me step by step, mile by mile, day by day as we walk toward a safer tomorrow.



## ABOUT LAUREN'S KIDS

### Education

One in 3 girls and 1 in 5 boys will experience the horrors of sexual abuse before their 18th birthday. Though the stats are staggering, the solution is clear: through education and awareness, we can prevent 95 percent of abuse. That's why Lauren's Kids seeks to ensure that every child has the tools necessary to be the first line of defense against their own abuse through the implementation of our *Safer, Smarter Schools* abuse prevention curriculum. The curriculum contains educationally sound content for children, parents, teachers and administrators, and is in more than 65,000 classrooms across the State of Florida.

### Awareness

An official 501(c)(3), Lauren's Kids educates adults and children about sexual abuse prevention through in-school curriculum, the annual *Walk in My Shoes*, awareness campaigns and speaking engagements around the country and the world, including The Hague, Netherlands, South Africa and throughout the Caribbean. Founder Lauren Book shares her own story of abuse, survival and advocacy to show others that it's not only "OK to Tell" – the title of Lauren's memoir – but that it's OK to *heal*.

Lauren's Kids provides approximately 9.5 million pieces of educational and awareness materials statewide through direct mail every year, and successfully partnered with the Florida Department of Children and Families to roll out the "Don't Miss the Signs" campaign, educating adults on the signs of abuse and their responsibility to report; the award-winning awareness campaign has been replicated throughout the country.

### Advocacy

Since 2002, Lauren Book and her father, influential lawyer-lobbyist Ron Book, have worked with Florida lawmakers and advocated for change in Florida laws to better protect children and families from abuse and support survivors. Notable changes to Florida law include:

- **2003: Sexual Assault Treatment Centers/State Law:** Creates a statewide fund for Sexual Assault Treatment Centers, with a funding mechanism and funding grants. This network assures that all Floridians have access to quality sexual assault treatment facilities and qualified sexual assault treatment counselors.
- **2003: HIV Testing Law:** Assures victims (or, in the case of a minor, the victim's family) can get a timely HIV test of the accused (within a 48 hour time period).
- **2006: Cybersex Crimes/State Law:** Increases penalties for cybersex violators including increased penalties for pedophiles.
- **2010: Eliminating Statute of Limitations/State Law:** Eliminates the Statute of Limitations for both civil and criminal prosecutions for crimes committed against children under 16, related to Sexual Assault.
- **2012: Protection of Vulnerable Persons:** Created in response to the Penn State Scandal. Requires that all Floridians report known or suspected child abuse and if a report is not made, the non-reporter can be charged with a 3rd degree felony. Colleges and Universities that fail to report abuse also face a potential 3rd degree felony charge, and face up to a \$1 million fine per offense. Florida is the only state to do so.
- **2014: Sexual Offenses and Protection for Victims:**
  1. Imposes a mandatory sentence of 50 years for those convicted of the rape or torture of children, seniors or individuals with a disability;
  2. Expands the court's ability to allow use of service and therapy animals to aid a child victim or witness in a sexually motivated crime, and more...
- **2014: Protection from Sexual Predators:** Provides for the termination of parental rights of those who have been deemed sexual predators; also mandated the placement of a red "P" on the driver's licenses of sexual predators.
- **2015: Secret Recordings of Abusers Allowed in Court:** Allows the use of secretly recorded admissions by abusers to be used as evidence in court, when the victim is under the age of 18.



SPONSOR BENEFITS	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000	\$20,000	\$25,000	\$35,000	\$50,000
<b>Logo Inclusion</b>									
Vehicle Wraps (4)						✂	✂	✂	✂
Placards (Major Events)									✂
*T-Shirts	✂	✂	✂	✂	✂	✂	✂	✂	✂
*Flyers/Posters				✂	✂	✂	✂	✂	✂
Bus Wrap	✂	✂	✂	✂	✂	✂	✂	✂	✂
<b>Public Mentions/Naming Opportunities</b>									
General Events/ Walk Segment				✂	✂	✂	✂	✂	✂
Major Events (3)						✂	✂	✂	✂
<b>Branding</b>									
**Product Placement at Registration Tables		✂	✂	✂	✂	✂	✂	✂	✂
T-Shirt or Backpack							✂		
<b>Social/Digital</b>									
*Website (Walk 2018)	✂	✂	✂	✂	✂	✂	✂	✂	✂
*Video end credits					✂	✂	✂	✂	✂
Livestream					✂	✂	✂	✂	✂
Social Media Mention and Thank You	✂	✂	✂	✂	✂	✂	✂	✂	✂
Newsletter				✂	✂	✂	✂	✂	✂

**Logo inclusion is only guaranteed on t-shirts and printed collateral items if sponsors sign up before August 1.**

\* Prominence of company name/logo size dependent on sponsorship level.

\*\* Collateral must be provided to Lauren's Kids.



## 2018 WALK IN MY SHOES SPONSORSHIP CONFIRMATION FORM

Join us in the fight to protect childhood! Become a Walk in My Shoes sponsor!

- ☐ \$50,000: Presenting Sponsor
- ☐ \$35,000: Journey Sponsor
- ☐ \$25,000: T-Shirt Sponsor (logo on sleeve)
- ☐ \$25,000: End of Walk Celebration Sponsor
- ☐ \$25,000: Backpack Sponsor
- ☐ \$20,000: Walk Vehicle Sponsor
- ☐ \$15,000: Education & Awareness Sponsor
- ☐ \$10,000: Walk Segment Sponsor
- ☐ \$7,500: Hope & Healing Sponsor
- ☐ \$5,000: Buddy Sponsor
- ☐ \$2,500: Safety Sponsor/Water/Snack

I am unable to commit to a sponsor level above, but please accept my donation:

☐ \$2,000\* ☐ \$1,000\* ☐ \$500 ☐ \$250 ☐ \$100 ☐ Other: \_\_\_\_\_

*\*Logo/company or family name on t-shirts and website*

Name: \_\_\_\_\_

Organization/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Method of Payment: ☐ Check Enclosed ☐ Credit Card (MasterCard or Visa)

Credit Card #: \_\_\_\_\_

CVV: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

Please send this form along with your check (made payable to Lauren's Kids) or card authorization to the following address:

**Lauren's Kids Foundation: Att: Ivette Diaz**

18851 NE 29th Avenue | Suite 1010 | Aventura, FL 33180

**e.** [ivette@laurenskids.org](mailto:ivette@laurenskids.org) **t.** 786-288-5045 **w.** [laurenskids.org](http://laurenskids.org)

*Lauren's Kids is a 501(c)(3) nonprofit organization, tax I.D. number 26-1252588. Donations are tax deductible to the extent allowed by law.*