



 LAUREN'S KIDS

EVERY JOURNEY BEGINS WITH A SINGLE STEP

2024 Walk In My Shoes
Sponsorship Package

THE ISSUE

Child sexual abuse is a silent epidemic that occurs in every zip code in America – at every socioeconomic level, across all ethnic, cultural, and geographic lines.

- 1 in 3 girls and 1 in 5 boys in the United States are sexually abused before the age of 18.
- 1 in 5 children who touch a digital device will be sexually solicited online.
- More than 90% of individuals with a development delay or disability will be sexually abused at some point in their lifetimes.
- Children suffer in silence: 75% of children who suffer abuse don't tell within a year, 45% don't tell within five years and many never do.

The statistics are staggering, but the solution is clear: 95% of child sexual abuse IS preventable through education and awareness. That's where Lauren's Kids comes in.

THE FOUNDATION

An official 501(c)(3) since 2007, Lauren's Kids works to prevent child sexual abuse through education and awareness and help survivors heal with guidance and support. Lauren's Kids educates millions of children each year in classrooms throughout the world with its in-school curriculum, provides free resources for families and youth-serving organizations, produces EMMY and ADDY Award-winning public awareness campaigns, provides resources to help survivors heal, and has advocated for the passage of more than two dozen laws to support survivors and protect children from predators. We've walked thousands of miles for child protection, renovated children's advocacy centers destroyed by deadly storms, ushered forth life-saving change for kids, and so much more. Join us in the fight to prevent abuse and protect childhood!

“It shouldn't hurt to be a child, but all too often it does. We must do a better job to protect our youth.”
–Lauren Book

THE ADVOCATE

Florida State Senator Lauren Book, M.S. ED, is an internationally and globally recognized child advocate, former teacher, best-selling author of *It's OK to Tell* – her memoir – and *Lauren's Kingdom* – a children's picture book that imparts the lesson that “If you're choking back tears and your heart's filled with fears, you know very well, it's OK to tell;” an EMMY Award-winning television producer, and one of the 42 million survivors of child sexual abuse living in the United States today. She founded Lauren's Kids in 2007, dedicated to eradicating child sexual abuse and exploitation, and has become a leading expert on child sexual abuse prevention. Leading the organization as CEO, Lauren turned her pain from suffering years of childhood sexual abuse into a vehicle for positive change, shining light onto an issue shrouded in darkness and working to create a culture change to keep kids safe in ways she wasn't able to be protected. Lauren has walked more than 10,500 miles since 2010 across the State of Florida in the name of child safety and looks forward to lacing up her shoes again in April of 2024.

JOIN US IN THE FIGHT TO PREVENT CHILD ABUSE AND PROTECT CHILDHOOD!

In April of 2024 during National Child Sexual Abuse Prevention Month and Sexual Assault Awareness Month, Lauren's Kids Founder and CEO Lauren Book will once again lace up her sneakers and walk 1,500 miles across the State of Florida to raise public awareness for the prevention of child sexual abuse.

Beginning at the Southernmost Point of the United States in Key West, Lauren will be joined by tens of thousands of local survivors, educators, advocates, families, and members of each community as she treks up the state, walking both coasts before concluding her journey in the Florida Panhandle.

Some days, Lauren and the crew walk 30 miles from dawn to dusk; other days begin with classroom visits or end with candlelit vigils and survivor speak-outs, while logging 15 miles between events - furthering our mission to raise awareness while ushering forth prevention, hope and healing.

With daily press and social media coverage, more than 50 events, branded collateral, and a continuous livestream, there is no shortage of opportunity for sponsor engagement in support of this worthy cause.

The History of the Walk

Each year from 2010 - 2018, Lauren courageously laced up her sneakers and walked 1,500 miles on highways and byways across Florida creating the one of a kind Walk in My Shoes. Her statewide trek raised awareness about sexual abuse, educated communities, and allowed survivors an outlet to speak about their experiences. Lauren's Walk in My Shoes began as her own healing journey, walking from the home in which she was abused more than 500 miles to the steps of the Historic Florida Capitol, as a way to get people to pay attention to an issue too often confined to the shadows. Her walk then increased to 1,000 steps - beginning in Key West - and then 1,500 - taking both coasts - and over eight years, Lauren walked more than 10,500 miles across the State of Florida. After Lauren's mostly lone trek that first year, her Walk grew to include tens of thousands of participants, shining light in the name of child protection, raising public awareness, and letting survivors know that it's OK to tell - and it's OK to heal.





THE FACTS

What: The “Walk in My Shoes” 1,500-mile walk and awareness campaign across Florida kicks off at the Southernmost Point of the United States in Key West before traversing both coasts and concluding in the Florida Panhandle. The walk takes place during April, in honor of National Sexual Assault Awareness Month and National Child Abuse Prevention Month.

Who: Lauren Book, Founder and CEO of the Lauren’s Kids Foundation, is joined by tens of thousands of survivors, educators, advocates, community members, and families across the state for walks and events

When: April 2 -27, 2024

Where: A highway or byway near you! Check LaurensKids.org for the Walk location nearest you.

Why We Walk:

- For the 42 million survivors of child sexual abuse living in the U.S. today
- To protect children
- To educate communities about prevention and safety
- To advocate for the passage of laws that better protect children and support survivors
- To show that “It’s OK to Tell,” and it’s OK to heal
- To empower victims to become survivors and thrivers
- To create a state and a world where the sexual abuse and exploitation of children is not tolerated

Partners:

- The Florida Network of Child Advocacy Centers
- The Florida Council Against Sexual Violence
- AshBritt Environmental
- Local Children’s Advocacy Centers and Sexual Assault Treatment Centers throughout the State of Florida

Proceeds: Lauren’s Kids, a 501(c)(3) organization

Contact: staci@laurenskids.org
Cell: 305-586-7025 • LaurensKids.org

Join the movement to protect childhood.... Become a **2024 WALK IN MY SHOES** sponsor!

As we walk across the State of Florida to raise awareness and walk hand-in-hand for prevention and healing, by sponsoring this month-long walk you will support a range of meaningful initiatives including but not limited to: the distribution of life-saving educational materials to families, communities, and youth-serving organizations statewide; providing free *Guides to Hope & Healing* to children's advocacy centers who usher survivors through their healing journey; hosting healing candlelight vigils honoring the 42 million survivors of abuse living in the U.S. today; sponsoring water and snack stops for walkers; and so much more.

Together we can make a difference in the prevention of child sexual abuse.

PRESENTING SPONSOR \$50,000

Recognized as Presenting Sponsor – Company name and logo will be incorporated into the *Walk In My Shoes* event name. Sponsorship will include the following:

- Logo on Walk billboards
- Company logo on all vehicle wraps placed on bus, chase and pace vehicles
- Inclusion on podium signage, all banners
- Marketing materials provided by sponsor distributed to walkers and throughout the event
- Branding product placement at registration tables
- Logo on T-shirt provided to all walkers
- Lauren's Kids website/hyperlink from Company to website, livestream, newsletter
- Social media mentions throughout the month of April during the walk as well as print and radio
- Logo on marketing materials and event flyers
- Company name listed in official credits in post-event video
- Company logo listed as Presenting Sponsor on Lauren's Kids website (LaurensKids.org)
- Opportunity to distribute premium items at walk events
- Speaking opportunities for company representative during walk events, including opening, closing, and other regional events
- Included in Lauren's Kids newsletter
- Included in all press releases and press conferences
- 1 table at the Lauren's Kids Gala in May 2024

JOURNEY SPONSOR

\$25,000

- Company logo on all vehicle wraps placed on bus, chase and pace vehicles
- Marketing materials to be distributed to walkers and throughout the event
- Branding product placement at registration tables
- Logo on T-shirt provided to all walkers
- Lauren's Kids website/hyperlink from Company to website, livestream, newsletter
- Included in all press releases and press conferences
- Public Mention/Naming Opportunities on 3 major events
- Social media mentions throughout the month of April during the walk as well as print and radio
- Company name listed in official credits in post-event video
- Company logo listed as Journey Sponsor on Lauren's Kids website (LaurensKids.org)
- Opportunities to distribute premium items
- Included in Lauren's Kids newsletter
- 6 seats at the Lauren's Kids Gala in May 2024

ADVOCACY SPONSOR

\$15,000

- Company logo on all vehicle wraps placed on bus, chase and pace vehicles
- Marketing materials to be distributed to walkers and throughout the event
- Logo on T-shirt provided to all walkers.
- Lauren's Kids website/hyperlink from Company to website, livestream, newsletter
- Included in all press releases and press conferences
- Social media mentions throughout the month of April during the walk as well as print and radio
- Company name listed in official credits in post-event video
- Company logo listed as Advocacy Sponsor on Lauren's Kids website (LaurensKids.org)
- Opportunities to distribute premium items
- Included in Lauren's Kids newsletter
- 4 seats at the Lauren's Kids Gala in May 2024



EDUCATION AND AWARENESS SPONSOR

\$10,000

- Company logo on T-shirt
- Company logo on bus wrap and chase vehicle
- Company logo on collateral material (flyers, posters, advertisements)
- Activities to be sponsored along the walk route per county such as sponsoring a candle vigil, a Lauren's Kingdom live book read. Offering a unique sponsorship opportunity for these diverse engagements
- Product placement at registration tables
- Company logo listed as Education & Awareness Sponsor on Lauren's Kids website (LaurensKids.org)
- Company logo listed on Lauren's Kids website (LaurensKids.org)
- Company logo listed in all press releases and press conferences
- Social Media Mention and Thank You
- Included in Lauren's Kids newsletter
- 2 seats at the Lauren's Kids Gala in May 2024

HERO SPONSOR

\$7,500

- Company logo on T-shirt
- Company logo on bus wrap and chase vehicle
- Company logo on collateral material (flyers, posters, advertisements)
- Product placement at registration tables
- Company logo listed as Lauren's Kids Hero Walk Segment on Lauren's Kids website (LaurensKids.org)
- Social Media Mention and Thank You
- Included in Lauren's Kids newsletter



WALK LEG REGIONAL SPONSOR

\$5,000

Representing the 42 Million Survivors of Child Sexual Abuse in the United States, this level is tailored for those who want to make a direct impact within the local community.

- Will help fund key projects and initiatives: Regional activities to be sponsored along the walk route per county such as sponsoring a candle vigil, a Lauren's Kingdom live book read, etc.
- Offering a unique sponsorship opportunity for these diverse engagements in specific communities
- Company logo listed as a Community Champion Sponsor on Lauren's Kids website (LaurensKids.org)
- Heightened visibility among regional county through targeted media and social media
- Prominent acknowledgement as a Community Champion in marketing materials and press releases within the region
- Included in Lauren's Kids newsletter

SAFETY / WATER / SNACK SPONSOR

\$2,500

- Recognition as Safety/Water/Snack Sponsor for one segment along the route
- Company logo on T-shirt
- Company logo listed as Safety Sponsor on Lauren's Kids website (LaurensKids.org)
- Company mention on social media
- Company is mentioned at your company's designated segment start line
- Included in Lauren's Kids newsletter



WALK IN MY SHOES 2024 Sponsorship Form

- \$50,000: Presenting Sponsor
- \$25,000: Journey Sponsor
- \$15,000: Advocacy Sponsor
- \$10,000: Education & Awareness Sponsor
- \$7,500: Lauren's Kids Hero Sponsor
- \$5,000: Walk Leg Regional 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:

Lauren's Kids

Attention: Staci Ehrenkrantz

4000 Hollywood Blvd, Suite 677-S • Hollywood, FL 33021

Email: staci@LaurensKids.org

Cell Phone: 305-586-7025 • LaurensKids.org