

SCARS' K4K EVENT SPONSORSHIP



6TH ANNUAL KAYAK FOR KIDS

FUNDRAISING EVENT

ABOUT SCARS

SCARS is an incredibly important charity that is dedicated to increasing the awareness and prevention of child sexual abuse in Bermuda.

THE MISSION

“To reduce the risk of child sexual abuse and be an advocate and voice for children who have been sexually molested as well as their affected family”

SCARS believes that it is a child’s fundamental right to be protected, to be safe, to be healthy, and to be free from sexual harm. It is an adult’s responsibility to ensure their protection.

We offer **FREE** education and awareness programs to adults.

THE ASK

Funding is critical to our mission! SCARS will be hosting our **6th Annual Kayak for Kids** on **September 25th and 26th, 2021** and we are hoping that you will support us by sponsoring this upcoming event. This annual Fundraiser specifically allows us to continue with our training and awareness programs to prevent child sexual abuse in Bermuda!

Thank you for supporting us in our work to keep children safe in our community.

THE IMPACT

- ✓ 20% of Bermuda's adult community have been educated in prevention. Most private and all public schools require SCARS training and recertification every three years;
- ✓ To obtain a license to open a nursery school, daycare center or to be a homecare provider, one **MUST** be SCARS certified. Additionally, to obtain a BFA coaching license, one **MUST** be certified in the SCARS Darkness to Light training;
- ✓ Many youth serving organizations require SCARS' prevention education for their staff and volunteers and they are scanning their environment for potential risks and implementing best practice codes of conduct.

Whilst there are several worthy child oriented charitable organizations in Bermuda, SCARS is the only one to focus specifically on child sexual abuse prevention, which is sadly all too prevalent on our island.

All of SCARS' services and training are **FREE** to participants. Due to corporate and community donors along with money raised through fundraising events such as this, SCARS is able to continue its work to educate, advocate and support the community regarding this heinous crime. To date, SCARS has trained 20% of the adult population in the Stewards of Children Program, the highest of any country in the world.

We would be so grateful if you could help us keep our momentum going and reach our goal for a brighter future for our innocent children.



KAYAK FOR KIDS (K4K 2021)

September 25th & 26th, 2021

This will be the **6th Annual Kayak for Kids (K4K)** event to benefit SCARS. The event entails individual participants circumnavigating the island of Bermuda over two days to create awareness and generate donations for SCARS.

As a corporate sponsor, you will benefit from digital, broadcast and print recognition leading up to the event. Last year, in addition to money raised through corporate sponsorships, over 26 individuals participated in the event to support SCARS, raising significant funds through their personal fundraising efforts. Sponsors were acknowledged in radio, digital display, social, signage and t-shirt branding. In addition, your logo will appear on all collateral pieces and the SCARS and K4K websites.

SPONSORSHIP DETAILS

Gold Sponsor \$10,000 includes:

- ✓ *Enlarged company logo to appear on:*
 - *Participant shirts*
 - *SCARS and K4K websites*
 - *Banners, communications with sponsors & participants, etc.*
- ✓ *Company name to be featured in our media related activities including print and radio advertising*
- ✓ *20 shirts - Identical to those worn by participants*

Silver Sponsor \$5,000 includes:

- ✓ *Company logo to appear on:*
 - *Participant shirts*
 - *SCARS and K4K websites*
 - *Banners, communications with sponsors & participants, etc.*
- ✓ *Company name included in medial activities*
- ✓ *10 shirts - Identical to those worn by participants*

Bronze Sponsor \$2,500 includes:

- ✓ *Company logo to appear on SCARS website, K4K website, and sponsor/participant communications.*

As we enter into our 6th consecutive year, we look forward to hosting yet another successful event. This cannot be done without the support of our sponsors, so your financial contributions are appreciated.

SCARS is dedicated and committed to protecting children and increasing the awareness and prevention of child sexual abuse in Bermuda.