

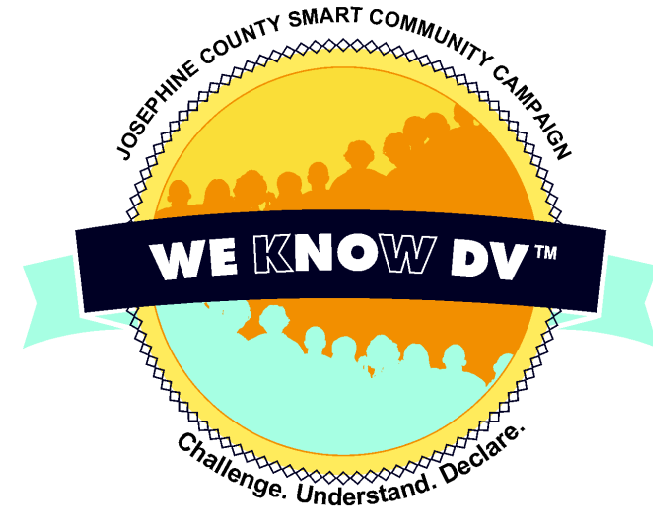
CAMPAIGN FEATURES LIST

Headline and Program Sponsors choose from this list:

- **ADVERTISING AND PUBLICITY** - create awareness of campaign in newspaper, radio, and throughout county.
- **PRINTING** - print half-page Ludi-Q's flyers, sign-up sheets, quiz, posters.
- **DIGITAL/SOCIAL MEDIA** - take the campaign online through Facebook, Twitter, YouTube.
- **SMART COMMUNITY QUIZ** - distribute, tally, and report the results of the quiz.
- **EFFECTIVENESS RESEARCH** - design and execute research to show effectiveness during and up to two years after the campaign.
- **SPECIAL EVENTS** - fund and host events such as workshops, town halls, concerts.
- **SCHOOL IMPLEMENTATION** - bring the campaign to schools and colleges in county.
- **LUDI-Q'S** - purchase and distribute sets of *We kNOw DV Ludi-Q's* or purchase existing sets of *You-Me Ludi-Q's*.
- **MERCHANDISE** - create and sell campaign merchandise, such as T-Shirts.

Campaign Steering Committee: Illinois Valley Safe House Alliance, Women's Crisis Support Team, Bradley and Associates Counseling, DHS District 8, Family Friends, Grants Pass Dept. Of Public Safety, Jo Co Mediation, Josephine County Sheriff's Office, Josephine County Community Corrections, Josephine County DA's Office, Mid Rogue IPA, Oregon Law Center, Sheila Eklof, Soroptimist Int'l of River Valley, Southern Oregon Goodwill, VISTA, Zonta Club of Grants Pass.

Please direct questions to Cami Ward, 541.476.3877, cward.wcst@gmail.com.



HERE IT COMES.

**A NOVEL APPROACH
TO A COLLECTIVE SHIFT
IN THE WAY
WE SAY "NO!"
TO DOMESTIC VIOLENCE.**



**LET THE BUZZ BEGIN
AND THE SPONSORS GATHER.**

A COUNTY-WIDE COLLABORATIVE CAMPAIGN



WHO: Josephine County residents, businesses, organizations, schools and colleges, social services.

WHAT: *We kNOw DV* Smart Community Campaign featuring Ludi-Q's®.

WHY: A DV-smart community is a safer, more productive, and spirited community.

BEGINS: Spring of 2011

WHERE: Throughout Josephine County.

HOW: Engage the entire county in an ambitious and head-turning domestic violence campaign that opens the door to new empowerment for victims and new accountability for offenders.

- 12-part media-rich campaign headlined by twelve themes, each introduced with an unspoken ludicrous question (Ludi-Q) offenders ask our community.

- Simple quiz at end of campaign to measure success and declare us as a "DV-smart county."

- AmeriCorps VISTA volunteer will coordinate the campaign.

Sponsors will receive attention and credit at events, on branded materials, and through media efforts.

SPONSORSHIP OPPORTUNITIES

There are many ways to be part of the special group who will be credited with making this campaign a success. Large and small financial and in-kind possibilities exist. Please choose from the list below or ask to design your own sponsorship package.

PRESENTING SPONSOR: \$5,000 or more. Your company name and logo will appear above the campaign logo on all promotional materials and our campaign website, with a link to your website; you will be included in major media interviews and have the opportunity to co-host events and presentations.

HEADLINE SPONSOR(S): \$3,000 (Limit of 2) You will receive first choice to sponsor a specific aspect of campaign (see list on back page); your company name and logo will appear under campaign logo; a link on the campaign website; introduction as Headline Sponsor at relevant events.

PROGRAM SPONSOR: \$1,500 (Limited only by programs available). Your company name and logo will appear on list of sponsors in printed and online materials, including campaign website; sponsor and host of one aspect of campaign (see list on back page); appearance on list of sponsors in promotional materials; introduction with other sponsors at relevant events.

CONTRIBUTING SPONSOR: \$500 (Unlimited). Your name and logo on list of sponsors in promotional materials and website; introduction as Contributing Sponsor at relevant events.

DONORS: Any amount. Your name will be included on a donors list, if desired.

www.weknowdv.com

CALL Cami Ward at 541.476.3877.



A COUNTY-WIDE EXPERIENCE TO PREVENT AND END PARTNER ABUSE.