



# Steps for Safety

Walk to end Sex Trafficking



**2025 SPONSORSHIP PACKAGE**





Simcoe Muskoka Family Connexions (SMFC) is a child welfare agency dedicated to protecting children and youth and strengthening families. With offices across Simcoe County and the District of Muskoka, we support our communities through a wide range of prevention, intervention, and advocacy services.

## **SEX TRAFFICKING IN SIMCOE & MUSKOKA**

In Ontario, most reported cases of human trafficking involve sexual exploitation, which may also be referred to as sex trafficking.

Child sex trafficking is child abuse. It is inhumane and illegal. Child sex trafficking is the act of luring, coercing, forcing, or manipulating a child under the age of 18 into sexual activity either through online or in-person contact with or without the apparent consent of the youth in exchange for basic needs, drugs and/or alcohol, or financial gain on the part of the perpetrator. Youth involved in child sex trafficking may be coerced or forced into trafficking themselves, trafficking others, or both.

According to Ontario's anti-human trafficking strategy, the average age of recruitment into sex trafficking is 13 years old, and over 70% of human trafficking victims identified by police are under 25 years old. However, we have seen children being recruited as young as 8 years old.



# Event Details



**Steps for Safety** is a community and family-friendly walk held on Saturday, September 20, 2025, at Fort Willow in Utopia (Barrie). **The event brings together families, advocates, and allies to raise funds and awareness for SMFC's programs combatting child and youth sex trafficking.**

With the alarming rise in human trafficking cases across Ontario—especially affecting vulnerable youth—this event helps provide essential prevention education, safety planning, survivor supports, and training for frontline staff.

## **Event Details:**

 Date: Saturday, September 20, 2025

 Time: 9:00 AM – 12:00 PM

 Location: Fort Willow, Utopia (Barrie)

Goal: Raise \$40,000 to expand life-saving services and education initiatives.

**Join us in taking meaningful steps toward a safer community—because every step brings someone closer to safety.**





# Why Sponsor Steps for Safety?

Sponsoring *Steps for Safety* is more than a charitable gesture—it's a powerful way to align your brand with a mission that matters: ending child and youth sex trafficking in our community.

**By becoming a sponsor, your organization will:**

## Lead the way in protecting Simcoe Muskoka youth.

Human trafficking is happening right here in our own backyard. By sponsoring Steps for Safety, your business takes a stand against exploitation and becomes part of the solution—supporting programs that protect and empower vulnerable young people in our region.

## Connect with the community—and customers—that support you.

This event brings together local families, frontline workers, educators, and advocates—people who live, work, and shop in Simcoe Muskoka. In fact, 87% of consumers will support a company that advocates for an issue they care about.

## Turn your local impact into lasting loyalty.

Your sponsorship will be recognized across regional media, walk-day signage, and digital channels—positioning your business as a visible, trusted leader in youth safety. It's a marketing investment with real, lasting impact—both in brand value and community outcomes.





**1**

## Presenting Sponsor

**\$2,500**

- Exclusive “Presented by” branding on all event materials, shirts and signage
- Live speaking opportunity during the event + plaque presentation
- Top-tier logo placement on event website, banners, and press materials
- Dedicated social media spotlight series across SMFC channels (IG: 1K+, FB: 1.9K, LinkedIn: 740+)
- Feature in e-newsletter (~1,500 subscribers) + optional media quote/interview

Why it matters: You’re publicly positioned as the lead voice in protecting youth—seen by thousands.

**2**

## Community Champion

**\$1,500**

- Logo on walk-day shirts, signage, and website
- Group mention in press release + Individual social media shout-out
- On-site activation table to connect with attendees face-to-face
- Verbal recognition during the event

Why it matters: Build brand trust with your local market—families, advocates, professionals.





3

## Route or Rest Stop Sponsor **\$800**

- Logo on signage and website
- Individual social media shout-out
- Verbal recognition at event
- Optional: On-site activation table to connect with attendees face-to-face

Why it matters: Signals that your company stands up for vulnerable youth—and people notice.

4

## Bonfire Sponsor **\$400**

- Logo on Bonfire area signage and website
- Group social media thank-you

Why it matters: Great for small businesses or community groups to show they care.







5

## In-Kind Sponsorship

Your product. Your service. Our shared impact.

Support Steps for Safety by donating goods or services that help us bring the event to life. Whether it's printing, food, signage, media coverage, volunteer support, or supplies—your contribution saves costs and directly increases our impact.

We're specifically looking for:

- One or multiple **Catering/Food Sponsors**
- One or multiple **Media Sponsor**
- A **Photographer Sponsor**
- One or multiple **Giveaways & Uniforms Sponsors**







# Thank You



**Your support isn't just a gift—it's a lifeline.** It helps us protect children and youth from sex trafficking, provide safety planning and support for survivors, and deliver critical education and prevention programs across Simcoe Muskoka.

Together, we can take real, local action—and change lives.

Whether you're ready to select a sponsorship level, donate in-kind, or explore a custom opportunity, we'd be honoured to build something meaningful with you.

From all of us at Simcoe Muskoka Family Connexions, **thank you for taking the time to consider walking alongside us.**

Jerome Ben Tolila

Manager, Communications & Community Relations

Simcoe Muskoka Family Connexions

✉ [communications@familyconnexions.ca](mailto:communications@familyconnexions.ca)

☎ 705-716-8396