

# Walk A Mile In Her Shoes® | Charles County 2027

## Corporate, Faith-Based, Civic & Institutional Underwriting Guide

**Mobilization Activation Date:** Saturday, September 18, 2027

**Host & Beneficiary Organization:** Say Your Name, Inc.

### Purpose of This Underwriting Guide

Walk A Mile In Her Shoes® | Charles County 2027 is a public awareness and community mobilization event hosted by Say Your Name, Inc. to stand with domestic violence survivors, elevate prevention education, and unite partners in support of safety, dignity, and healing.

This guide helps corporate, faith-based, civic, and institutional partners choose an underwriting level that supports essential event needs, including safety coordination, infrastructure, participant materials, outreach, hospitality, volunteer support, and day-of operations.

Early commitments help Say Your Name, Inc. plan responsibly, reduce upfront risk, and direct net proceeds to survivor services, education, advocacy, and community-based programming.

### Why Your Early Commitment Matters

Your early commitment helps transform a public walk into a community-wide stand for safety, dignity, healing, and prevention. By underwriting this event, your organization helps create a visible moment of solidarity for survivors and a call to action for Charles County.

Early underwriting also gives Say Your Name, Inc. the time needed to coordinate permits, public safety needs, vendor deposits, printed materials, signage, apparel, outreach, and volunteer support without unnecessary last-minute expense or production risk.

To receive full consideration for printed recognition, underwriting commitments and recognition materials should be submitted no later than Friday, June 18, 2027.

### Who Should Consider Each Level?

- **Large employers, institutions, foundations, and regional partners:** Consider the \$10,000 or \$5,000 levels for the strongest community visibility and public-walk underwriting support.
- **Corporate departments, professional firms, civic clubs, and large congregations:** Consider the \$2,500 or \$1,500 levels for meaningful event support and mission-aligned recognition.

- **Churches, ministries, small businesses, neighborhood associations, and community groups:** Consider the \$1,000, \$500, or \$250 levels as accessible entry points for partnership.
- **Partners seeking the greatest visibility:** Consider the Presenting Mobilization Partner or Safety & Infrastructure Partner levels.

## Underwriting Levels & Community Impact

Underwriting Level	Recommended Partner Type	What This Helps Underwrite
<b>\$10,000 — Presenting Mobilization Partner</b>	Major corporate, institutional, foundation, or anchor community partner	Provides lead underwriting support for the full public-walk mobilization, including safety coordination, event infrastructure, participant experience, outreach, hospitality, and mission-centered programming.
<b>\$5,000 — Safety &amp; Infrastructure Partner</b>	Regional employer, healthcare partner, bank, college, contractor, or civic institution	Helps underwrite route safety planning, public safety coordination, signage, staging, audio needs, tables, chairs, tents, and other core public-event infrastructure.
<b>\$2,500 — Community Impact Partner</b>	Corporate department, professional firm, civic club, or large congregation	Supports major event logistics, participant check-in, route materials, volunteer coordination, community outreach, and mobilization supplies.
<b>\$1,500 — Participant Support Partner</b>	Small business, church ministry, employee resource group, or local association	Helps provide participant footwear, safety materials, water-station support, route supplies, and day-of participant services.
<b>\$1,000 — Hospitality &amp; Recognition Partner</b>	Congregation, ministry team, civic group, family foundation, or local business	Supports post-walk hospitality, volunteer appreciation, community recognition, awards, refreshments, and participant gathering needs.
<b>\$500 — Outreach &amp; Congregational Partner</b>	Faith-based partner, small business, neighborhood association, or community group	Helps fund community outreach, promotional printing, church and partner engagement materials, local awareness efforts, and volunteer recruitment support.
<b>\$250 — Community Supporter</b>	Individual donor, family, ministry circle, small group, or emerging community partner	Provides accessible underwriting support for participant materials, outreach supplies, hydration, signage, and other day-of event needs.

**Faith-Based Entry Points:** Congregations, ministries, small groups, and faith-based alliances may enter at the \$250, \$500, \$1,000, or \$1,500 levels to support outreach, hospitality, participant care, volunteer mobilization, and awareness-building.

## Ways to Partner Beyond Giving

- Form a walking team and invite employees, members, congregants, students, or community partners to participate.
- Share the event through newsletters, bulletins, social media, internal communications, and community networks.
- Provide volunteers to support registration, hospitality, route support, setup, cleanup, or outreach.
- Host a pre-event awareness moment, educational conversation, or community gathering connected to the mission.
- Encourage matching gifts, employee giving, ministry giving, or civic group participation where available.

## Underwriting Partner Recognition & Community Visibility

Say Your Name, Inc. recognizes early underwriting partners with mission-aligned visibility that expresses gratitude and connects each partner to survivor support, prevention education, and public awareness.

<b>Underwriting Level</b>	<b>Recognition &amp; Community Visibility</b>
<b>\$10,000 — Presenting Mobilization Partner</b>	Premier logo placement, website recognition, event signage, social media spotlight, verbal recognition during the event, opportunity to provide brief remarks, and recognition in post-event thank-you communications.
<b>\$5,000 — Safety &amp; Infrastructure Partner</b>	Prominent logo placement, website recognition, event signage, social media acknowledgment, verbal recognition during the event, opportunity to participate in sponsor acknowledgments or provide brief remarks as appropriate, plus recognition in post-event thank-you communications.
<b>\$2,500 — Community Impact Partner</b>	Logo or name recognition on the event website, select event signage, social media acknowledgment, recognition during the event program, and inclusion in post-event thank-you communications.
<b>\$1,500 — Participant Support Partner</b>	Logo or name recognition on the event website, select event-day signage, social media acknowledgment, and post-event thank-you recognition.
<b>\$1,000 — Hospitality &amp; Recognition Partner</b>	Website recognition, event-day acknowledgment, name or logo recognition in the hospitality or gathering area if applicable, and post-event thank-you recognition.
<b>\$500 — Outreach &amp; Congregational Partner</b>	Website recognition, community partner listing, group social media acknowledgment, and post-event thank-you recognition.
<b>\$250 — Community Supporter</b>	Community supporter listing and post-event thank-you acknowledgment.

To ensure timely recognition on printed materials, signage, apparel, step-and-repeat banners, and other event assets, underwriting partners should submit logo files, preferred organization name, website address, and social media handles no later than Friday, June 18, 2027. Preferred logo formats are high-resolution PNG with a transparent background, SVG, EPS, or PDF. A high-resolution JPG may be accepted when a transparent or vector logo file is not available.

Recognition is offered as a gesture of gratitude and community visibility. Underwriting contributions are charitable support for Say Your Name, Inc. and are not conditioned on the receipt of goods or services unless otherwise stated in writing.

Recognition opportunities are subject to production timelines, event format, available space, and confirmed underwriting level.

Materials received after the June 18, 2027 recognition deadline may still be acknowledged where feasible, but inclusion on printed items, signage, apparel, step-and-repeat banners, or other produced materials cannot be guaranteed.

Donors will receive acknowledgment of their contribution for their records. Please consult your tax advisor regarding deductibility.

**Recognition & Production Timeline**

Target Date	Planning Milestone
Friday, June 18, 2027	Recognition materials due, including organization name, logo file, website address, and social media handles.
June 21–July 2, 2027	Logo review, donor list confirmation, and follow-up for missing or low-resolution files.
July 5–July 23, 2027	Design layouts for T-shirts, banners, step-and-repeat materials, signage, website recognition, and social graphics.
July 26–August 6, 2027	Proofing and final approvals for donor recognition materials.
August 9–August 20, 2027	Order T-shirts, signage, banners, step-and-repeat materials, and other produced assets.

August 23– September 3, 2027	Receive materials, inspect for errors, and confirm readiness for event staging.
September 6– September 10, 2027	Backup window for corrections, reprints, missing items, or local rush orders if needed.
September 13– September 17, 2027	Final staging, packing, and event-week preparation.
Saturday, September 18, 2027	Walk A Mile In Her Shoes®   Charles County 2027 event day.

This timeline is intended to protect donor recognition opportunities and reduce the risk of rush fees, production delays, shipping issues, or missed logo placement on printed and produced materials.

### **Post-Event Stewardship Promise**

After the walk, underwriting partners will receive a post-event thank-you communication sharing event highlights, community impact, and appreciation for the partners who helped make Walk A Mile In Her Shoes® | Charles County 2027 possible.

### **Next Steps for Underwriting Partners**

Thank you for considering an underwriting commitment to Walk A Mile In Her Shoes® | Charles County 2027. Your early support helps Say Your Name, Inc. plan responsibly, secure essential event services, and create a safe, visible, and mission-centered experience for participants and community partners.

1. **Choose the underwriting level that best fits your organization:** Review the tiers above and select the giving level that aligns with your capacity, mission priorities, and desired community impact.
2. **Complete the secure underwriting form:** Use the secure portal to select your contribution amount (\$10,000, \$5,000, \$2,500, \$1,500, \$1,000, \$500, or \$250) and provide the information needed for donor acknowledgment, follow-up, recognition, invoice needs, logo submission, and organizational contact information.
3. **Finalize your commitment and receive follow-up:** Submit your contribution through the secure checkout to confirm your underwriting support. A member of the Say Your Name, Inc. team will personally follow up to thank you, confirm your

acknowledgment details, and coordinate any recognition connected to your selected level.

We are grateful for every underwriting partner who helps make this public walk possible. If your organization needs an invoice, pledge confirmation, W-9, internal approval documentation, or a customized acknowledgment process, please contact Say Your Name, Inc. before completing your commitment so the team can support your giving process.

Prefer to speak with someone before committing? Please contact Dr. Sebrenna Whitlock, Founder & CEO of Say Your Name, Inc., at 301-751-2748 or [info@sayyournameinc.org](mailto:info@sayyournameinc.org) to discuss the underwriting level, recognition timeline, invoice needs, or partnership pathway that best fits your organization.

## **Frequently Asked Questions for Underwriting Partners**

**What is an underwriting partner?** An underwriting partner provides early financial support that helps Say Your Name, Inc. plan and deliver a safe, visible, and well-organized public walk. Underwriting support helps cover event needs before registration revenue, individual donations, or other funding is received.

**Are underwriting gifts restricted to the expense category listed in the underwriting matrix?** Unless otherwise agreed in writing, underwriting gifts are applied where most needed to support Walk A Mile In Her Shoes® | Charles County 2027. The matrix describes the types of event costs each level helps make possible but does not create a restricted-use commitment unless confirmed separately.

**Can faith-based organizations participate?** Yes. Congregations, ministries, small groups, church alliances, and faith-based community partners are welcome at every underwriting level. The \$250, \$500, \$1,000, and \$1,500 levels are designed to provide accessible entry points for faith-based and community partners.

**Can our organization request an invoice or pledge confirmation?** Yes. If your organization requires an invoice, pledge confirmation, W-9, internal approval documentation, or customized acknowledgment process, please contact Dr. Sebrenna Whitlock, Founder & CEO of Say Your Name, Inc., at 301-751-2748 or [info@sayyournameinc.org](mailto:info@sayyournameinc.org) before completing your commitment so the team can support your process.

**Will our organization be acknowledged?** Yes. Say Your Name, Inc. is committed to thanking underwriting partners in a thoughtful and mission-aligned way. Recognition may vary by level and is subject to production timelines, event format, available space, and confirmed underwriting level.

**What information do we need to provide for recognition?** To support timely recognition on printed materials, signage, apparel, step-and-repeat banners, and other event assets, please provide your preferred organization name, logo file, website address, and social media handles no later than Friday, June 18, 2027. Preferred logo formats are high-resolution PNG with a transparent background, SVG, EPS, or PDF. A high-resolution JPG may be accepted when a transparent or vector logo file is not available.

**Why is the recognition-materials deadline so early?** Printed items such as step-and-repeat banners, event banners, signage, T-shirts, and other branded materials require time for file review, design layout, proof approval, production, shipping, and possible corrections. The June 18, 2027 deadline is intended to reduce rush fees, avoid missed recognition opportunities, and give Say Your Name, Inc. enough time to prepare event materials with care.

**Can recognition materials be submitted after June 18, 2027?** Materials received after the deadline may still be acknowledged where feasible; however, inclusion on printed items, signage, apparel, step-and-repeat banners, or other produced materials cannot be guaranteed.

**Will we receive a donor acknowledgment?** Yes. Donors will receive acknowledgment of their contribution for their records. Please consult your tax advisor regarding deductibility.

**What happens after we complete the secure form?** After your commitment is submitted, a member of the Say Your Name, Inc. team will follow up to confirm your donor details, answer any questions, and coordinate acknowledgment or recognition connected to your selected level.

**Who should we contact with questions?** Please contact Dr. Sebrenna Whitlock, Founder & CEO of Say Your Name, Inc., at 301-751-2748 or [info@sayyournameinc.org](mailto:info@sayyournameinc.org) for questions about underwriting levels, invoices, pledge confirmations, recognition materials, or partnership conversations.

## **Ready to Move Forward?**

This underwriting guide is designed to help partners understand the opportunity, select an appropriate level, prepare recognition materials, and complete their commitment with confidence. For questions or partnership conversations, please contact Dr. Sebrenna Whitlock, Founder & CEO of Say Your Name, Inc., at 301-751-2748 or [info@sayyournameinc.org](mailto:info@sayyournameinc.org).