

# RespectED: Imagine...No Bullying Campaign 2012



All children have the right to be safe in schools. As an international leader in child safety, the Canadian Red Cross is working to stop bullying in classrooms. Our unique program teaches bystanders how to respond and react to bullying situations. This is a bullying prevention program with a difference. Youth are trained to educate younger children on preventing bullying, taking a stand to help others, and knowing how to access adult support. We reach thousands of children and youth in B.C. each year but to truly make bullying a thing of the past we must expand our reach. Help us reach more children and youth with valuable safety information and training.

Our goal is to raise \$200,000 to train hundreds of teachers, and to reach thousands of students across B.C! The Imagine...No Bullying Campaign will launch in September 2012 and conclude at the end of the 2013 school year with an exciting celebratory event!

## Sponsorship Opportunities

The Imagine...No Bullying Campaign will provide our supporters with an array of sponsorship opportunities that can be customized to suit your organization's needs. Sponsorships include a variety of exciting social media and other opportunities throughout the year.

**Principal Sponsor**  
(2 opportunities available)

**\$25,000**

- Social media consultation, set-up, and support\*
- Opportunity to use Red Cross logo in company's marketing material for duration of campaign
- Company logo on [www.imagenobullying.ca](http://www.imagenobullying.ca)
- Company logo on 250 training manuals
- Company insert in 250 training manuals
- Company logo on PowerPoint presentation to 250 participants
- Company logo on 250 flash drives
- Opportunity to present certificate to teachers at workshops
- Opportunity to use Red Cross logo on till QR codes (if applicable)
- Sampling opportunity at workshops
- Article/mention in provincial newsletter/e-newsletter (6000-8000 readership)
- Article on Red Cross website highlighting company's support
- Staff representatives/greeters at concluding event
- Speaking opportunity at event
- Logo in event ads, media ads, and on event collateral
- Signage at event
- Social Media Promo directly related to Event



**Vice Principal Sponsor**  
**(5 opportunities available)**

**\$15,000**

- Social media consultation, set-up, and support\*
- Opportunity to use Red Cross logo in company's marketing material for duration of campaign
- Company logo on [www.imagenobullying.ca](http://www.imagenobullying.ca)
- Company logo on 250 training manuals
- Company insert in 250 training manuals
- Company logo on PowerPoint presentation to 250 participants
- Opportunity to present certificate to teachers at workshops
- Opportunity to use Red Cross logo on till QR codes (if applicable)
- Sampling opportunity at workshops
- Article/mention in provincial newsletter/e-newsletter (6000-8000 readership)
- Logo in event ads, media ads, and on event collateral
- Signage at concluding event

- Social Media Promo directly related to concluding event



**Teacher Sponsor**  
**(8 opportunities available)**

**\$5,000**

- Company logo on [www.imagenobullying.ca](http://www.imagenobullying.ca)
- Opportunity to use Red Cross logo in company's marketing material for duration of campaign
- Company logo on 250 training manuals
- Company logo on PowerPoint presentation to 250 participants
- Opportunity to present certificate to teachers at workshops
- Signage at concluding event

- Social Media Promo directly related to concluding event



**Teacher On Call Sponsor**  
**(16 opportunities available)**

**\$2,500**

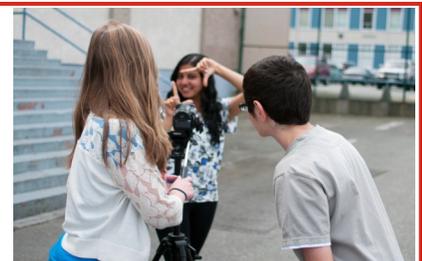
- Logo on [www.imagenobullying.ca](http://www.imagenobullying.ca)
- Opportunity to use Red Cross logo in company's marketing material for duration of campaign
- Logo on PowerPoint presentation to 250 participants
- Company logo on 250 training manuals
- Social Media Promo directly related to concluding event



**Supporting Sponsor**  
**(10 opportunities available)**

**\$1,000**

- Logo on [www.imagenobullying.ca](http://www.imagenobullying.ca)
- Opportunity to use Red Cross logo on company's website for duration of campaign
- Social Media Promo directly related to concluding event



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**Social media consultation, setup, and support will be provided by PerfectMIND**

PerfectMIND Technology originally started in 1998 as a software provider to niche businesses with a strong focus on simplifying the experience of using software to manage business functions. With the increasing importance of social media in the realm of marketing, the team at PerfectMIND can help create best practices to develop an effective social media marketing strategy. As part of your sponsorship, PerfectMIND will provide the following:

- Create a “social media blue print” where your organization’s needs will be assessed and a high level plan will be created to achieve the desired results based on: social media best practices, the uniqueness of your business, and how it’s identity can be most effectively leveraged in the social media hemisphere.
- Develop software automation instruments and social media tools specific to the overall social media marketing plan.
- Customize two online “landing pages” with information capture forms designed to engage traffic and convert traffic into specialized lists. All lists will be plugged into the PerfectMIND Customer Relationship Management system that includes an auto-email marketing tool to communicate with the list.
- Full access to the PerfectMIND lounge (a Facebook integration tool for your website) and Socialsite ( a social mini-website) for this campaign period.
- Train staff on the utilization of these instruments and tools while providing ongoing online support.

## RespectED Violence & Abuse Prevention Program

The Canadian Red Cross is an international leader in child safety, and abides by principles of inclusion and respect. Guided by the notion that we all have a responsibility to protect children and youth, the Red Cross RespectED program has furthered its commitment to child safety through implementing the Partner Prevention Educator Model. RespectED is moving away from directly delivering workshops to providing our top-notch learning resources and accompanying training to school personnel who work closely with children and youth.

The shift to a partner delivery model is driven by a global and national understanding that prevention education must be embedded in all our services to children, youth and the community at large. Research shows that regular prevention education is essential to building safe communities for children and youth. In partnering with you, more adults can be a part of making the world safer for children and youth, and more children and youth will receive valuable information on: bullying and harassment, relationship violence, child abuse, and neglect.

Teachers and school personnel are ideal Prevention Educators for Red Cross as they have the ability to connect with children and youth on a daily basis to provide ongoing support and help keep them safe.

All children and youth have the right to important safety information and prevention education. The Red Cross RespectED program is working hard to ensure that prevention education is accessible to children and youth across the province. Become part of making the world safer for children and youth and help us to ensure there is at least one educator using our resources and trained in every school.