



CROSSROADS
INTERNATIONAL

**Become a Sponsor
for Change**

13TH ANNUAL

CROSSROADS INTERNATIONAL

DAY OF THE GIRL BREAKFAST

October 9, 2024



"I WANT TO LIVE A HAPPY LIFE. I WANT TO BE A LAWYER,

AND I KNOW I WILL. I BELIEVE IN MYSELF NOW."

PHIWOKUHLE, GIRLS' EMPOWERMENT PROGRAM MEMBER

INTERNATIONAL DAY OF THE GIRL BREAKFAST | OCTOBER 9, 2024

First celebrated in 2012, the Breakfast raises awareness of the challenges millions of girls around the world face daily through gender-based violence, poverty, and the denial of basic human rights. Crossroads' **Day of the Girl Breakfast** honours girls by advocating for their rights and needs and pushes for greater action to help girls in sub-Saharan Africa achieve their full potential.

Our Girls' Empowerment Program supports **more than 4,000 girls** annually. Taking place in **Toronto at the Carlu**, this event will feature young girls benefitting from Crossroads' support.



**CROSSROADS
INTERNATIONAL**

- ✓ **Increase your corporate profile with a receptive audience of business leaders and entrepreneurs**
- ✓ **Expand your national reach**
- ✓ **Show that your Corporate Social Responsibility is dedicated to advancing women's and girls' rights**

SPONSORSHIP HIGHLIGHTS

CHAMPIONING EQUALITY AND PEACE | World-renowned Activist, Hala Al-Karib



This year, we are honoured to welcome Hala Al-Karib, prominent Sudanese pro-democracy and feminist activist, as our guest speaker.

Hala has dedicated more than 20 years of her life to the empowerment of women and girls, with a focus on those in conflict and post-conflict areas.

She is recognized as an expert in Human Rights and Women's Studies, with multiple research initiatives and prominent publications to her name. Her thought leadership is regularly sought after by international media, including CNN, Newsweek Magazine and Al Jazeera.

This year, CNN named Hala as one of the world's top Defenders of Gender Equality. In 2023, the UN Security Council invited Hala to address the Assembly in the debate on Women, Peace and Security.

Based in Kampala, Uganda, Hala is currently the Regional Director of the Strategic Initiative for Women in the Horn of Africa (SIHA), which plays a vital role in promoting women's and girls' rights and empowerment. SIHA is an important partner of Crossroads.

BENEFITS

Brand Marketing

Pre and post-event promotions and recognition:

- Regular mentions in our eCommunications to more than 28,000 email subscribers
- Company logo and name as valued sponsor on the Day of the Girl Breakfast Web Page — includes link to company website
- Exclusive social media recognition on Instagram, LinkedIn and Facebook to more than 29,000 followers
- Recognition in Crossroads International's Annual Report
- Provision of event-related content for use in your company's communications
- Acknowledgement during opening and closing remarks, logo included in presentation slides

SPONSOR THE DAY OF THE GIRL BREAKFAST

Gain valuable brand exposure

250+ influential attendees from the Greater Toronto Area, including but not limited to:

- Senior corporate executives
- Entrepreneurs and business owners
- Leading Gender Equality Champions



Keeping Girls In School

To educate is, above all, to protect.

In Togo, 5 out of 10 girls do not finish primary school, compared to 2 out of 10 boys.

Members of the Girls' Empowerment Program know they have the power to change their lives and the world. They learn about their rights, their bodies and how education can empower them to change their future.

These programs are **safe spaces** where girls find the confidence they need to protect themselves and make lasting changes in their lives.





INTERNATIONAL DAY OF THE GIRL BREAKFAST

SPONSORSHIP CONFIRMATION & TICKET ORDER

Please let us know which sponsorship level you prefer.

Additional Tickets/Table

- ☐ Full table (10 tickets) - \$1200
- ☐ Individual tickets - \$130

- ☐ **PLATINUM SPONSOR \$20,000+**
- ☐ **GOLD SPONSOR \$10,000 - \$19,999**
- ☐ **SILVER SPONSOR \$5,000 - \$9,999**
- ☐ **BRONZE SPONSOR \$2,000 - \$4,999**
- ☐ **CONTRIBUTING SPONSOR \$500 - \$1,999**

Please reach out for more information about each sponsorship level.



THANK YOU FOR YOUR SUPPORT!

PLEASE CONTACT:

**Crossroads International, 49 Bathurst Street, Suite 201 Toronto,
ON M5V 2P2 • sseghir@cinl.org • 416 967 1611**



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