



*is proud to present the 2nd annual*

# CRAFTATHON

FEBRUARY 11<sup>th</sup>, 2017 - 11am to 4pm

## SPONSORSHIP PACKAGE



# CRAFTATHON

*A crafting fundraiser to support LGBTQ2S youth*

## About the Youth Line

For the last 22 years, the Lesbian Gay Bi Trans Youth Line has been providing confidential, non-judgmental and affirming peer support to lesbian, gay, bi, trans, queer, questioning, 2-spirit, intersex and asexual youth across Ontario. The Youth Line is the first service of its kind and continues to be the only support service of specifically for LGBTQQT2SIA youth across Ontario.

The Youth Line has over 50 LGBT youth volunteers contributing over **6,000 hours**. We are open 4:00 to 9:30 pm Sunday through Friday evenings and have talked to over **5,000 youth** in the last year by phone, text and chat.

Based in Toronto, the Youth Line has a significant positive impact on the lives of isolated youth that often have no other supports available. We provide peer support, information and referrals to empower youth. Our values of anti-oppression, accessibility and youth leadership are central to all of our work. All of our front-line staff and half of our Board of Directors are LGBT youth themselves.

In 2016, LGBT youth still need the Youth Line. We've seen a **60% increase** in the number of youth who contact us over the last 2 years. Youth come to us because they feel safe, respected and heard. We've been there for the youth of Ontario and will continue to be here for years to come. We cannot do this without our supporters.



*"Volunteering at Youth Line was a rewarding experience and I truly feel like I got back as much as I gave, if not more. Being a YL volunteer meant so much more to me than I had anticipated. I learned so much about myself and about queer and trans youth, their needs and their resiliency."*

*- Peer Support Volunteer*

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*2nd Annual*

## **CRAFTATHON**

February 11, 2017  
SKETCH Working Arts  
Artscape Youngplace  
180 Shaw St., Toronto

Fundraise  
\$25 minimum/individual  
or start a team of 4+ people

## About the Craftathon

The LGBT Youth Line is proud to present our second annual Craftathon. Last year's Craftathon was a big success, raising over \$3,500 through individual and small group donations to support LGBTQ2SIA youth across Ontario. About 50 people attended the event to make magnets, buttons, greeting cards, knitted bowties and lots more.

Youth Line's Craftathon is growing quickly. There's excitement among our supporters, donors, youth, and volunteers for our 2017 Craftathon activities. We anticipate over 100 attendees and our goal is to raise \$10,000 for LGBT Youth Line's peer support services.

### **What is the Craftathon?**

The Craftathon is an event where people gather for an afternoon to spend time together, learn to craft, make new things for themselves and others, eat food and have fun, all the while raising money to support LGBTQ2S youth across Ontario.

The venue is physically accessible and located in downtown Toronto. There will be gender neutral washrooms, ASL interpretation, and closed captioning.

More info can be found at [youthline.ca/craftathon](http://youthline.ca/craftathon)

### **Why a Craftathon?**

"Crafting is a hobby of huge importance.

I love crafting because I can be productive while doing something I enjoy"

- Ash, LGBT Youth Line Board Member

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## Sponsorship Opportunities

### Why sponsor this fundraiser?

By sponsoring the Craftathon, you are supporting an event that is more than a fundraiser. The Craftathon aims to bring together people of different ages, identities, and experiences to enjoy a shared passion for crafting and supporting LGBTQ2S youth.

The Craftathon will be a family friendly event with activities for people of all ages and varying degrees of crafting skills. Many of our crafting activities will be facilitated to help attendees learn the craft. Many of the Craftathon facilitators will be youth artists and youth arts groups sharing their expertise. We are hosting the event at Sketch Working Arts, a trusted organization in Toronto in creating safe spaces for marginalized youth using arts-based programming.

Our priority is to make sure that everyone who attends has a great time, learns new skills, creates something tangible, while helping Youth Line continue to support thousands of young people across Ontario.

### SPONSORSHIP BENEFITS

- Connect with 100+ LGBTQ positive people, including youth, families & community groups
- Invitation & entrance to the Craftathon
- Distribute materials in Craftathon swag bags
- Logo & link on the Youth Line website
- Logo placement in marketing online & in print
- Mention on the Youth Line's Social Media, e-Newsletter & Annual Report



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## Sponsorship Opportunities

### **Matching donor - \$5,000**

Match every dollar raised up to \$5,000 to reach our goal of \$10,000

You will receive:

Numerous mentions of the 1-1 donation match on our materials, social media accounts & website

Prominent placement of logo on all Craftathon materials, online & in-print

Individual mentions on Youth Line Social Media Accounts

Free admission to Craftathon for up to 6 people

Two branded items in the Craftathon swag bag

Logo on Youthline Website

1 additional benefit based on discussion

### **Accessibility Sponsor - \$2,500**

Youth Line is committed to making our events accessible –  
help ensure the Craftathon a fully accessible event

You will receive:

Logo on Youth Line Website

Placement of logo on all Craftathon materials, online & in print

Mentions on Youth Line Social Media Accounts

Free admission to Craftathon for up to 4 people

One branded item in the Craftathon swag bag



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## Sponsorship Opportunities

### Food Sponsor

**\$1,500 or in-kind**

You will receive:

- Logo on Youth Line Website
- Placement of logo on Craftathon materials
- Mentions on Youth Line Social Media Accounts
- Free admission to Craftathon for up to 4 people
- One branded item in the Craftathon swag bag

### Beverage Sponsor

**\$250 or in-kind**

You will receive:

- Logo on Youth Line Website
- Mention of sponsorship at beverage station
- Mentions on Youth Line Social Media Accounts
- Free admission to Craftathon for up to 2 people

### Community Sponsor

**\$250 or more**

You will receive:

- Logo on Youth Line Website
- Mentions on Youth Line Social Media Accounts
- Free admission to Craftathon for up to 2 people
- One branded item in the Craftathon swag bag

### In-Kind Sponsorship Opportunities

We are looking for sponsors for crafting supplies and for individuals, groups, and companies to host a crafting activity.

Can you contribute? We're looking for yarn, knitting needles, crochet hooks, scrap booking paper, scissors, sketchbooks, paper etc.

This is a great opportunity to promote your service and supplies while supporting a great cause!

You will receive:

- Placement of logo on Craftathon materials
- Logo on Youth Line Website, [youthline.ca](http://youthline.ca)
- Mentions on Youth Line Social Media Accounts
- Free admission to Craftathon for 2 people
- One branded item in the Craftathon swag bag
- Other sponsorship benefits can be discussed dependent on contribution



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Participate !

## We are looking for teams to join our Craftathon!

Creating a team is a great way to join us and have a fun time with your friends, family, and peers. We encourage student and youth-based groups to sign up and participate on February 11th, 2017.

### What is a team?

A team is a group of 4 or more people who have raised the minimum amount per person as a group.

Don't have a team? You can participate on your own – or just with 1 or 2 people.

Set up your team or participant fundraising profile now with Canada Helps, [www.bit.ly/craft4YL](http://www.bit.ly/craft4YL)

Minimum amount to participate: \$25 per individual that you can fundraise together as team

Includes: food, crafting supplies for the event. For more info: [youthline.ca/craftathon](http://youthline.ca/craftathon)

### Master Crafter

Raise over \$100 and get a swag bag that includes:

A crafting kit with a selection of crafting supplies to take home

A Youth Line tote bag

A Youth Line button of your choice

**Sign up today:** [bit.ly/craft4YL](http://bit.ly/craft4YL)



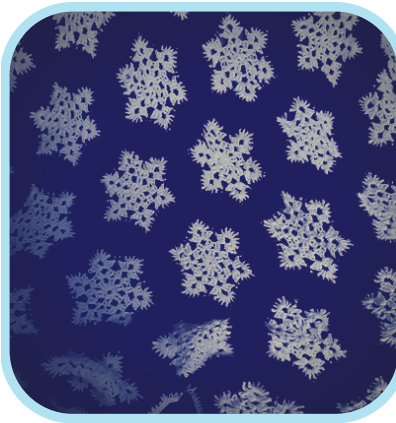


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## All About Crafting

Crafting has been a community endeavour for thousands of years, and although crafting can be done alone, it's more fun in groups of people. A community quilt, for example, shows how people working individually come together to compose a masterpiece. As a crafter, you gain a community of people who share similar interests. This is one of the many reasons LGBTQ2S people and LGBTQ2S youth craft, and why it's so important.



## CONTACT US

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Sponsorship Leads

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@LGBTYouthLine