



SERC 2022 Training Institute Conference: Community Matters!

Virtual Event Sponsorship Package

Contact:

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Purchase your sponsorship package:

<https://eventcamp.ca/event/sexuality-education-resource-centre-conference/access>

SERC WINNIPEG

167 Sherbrook St.
Winnipeg, MB
R3C 2B7

SERC BRANDON

345 10th St Unit B
Brandon, MB
R7A 4E9

Dear Partner,

It is with great pleasure and enthusiasm that I reach out to you to invite a conversation about how we can work together to foster a healthier, more resilient Manitoba.

Sexuality Education Resource Centre MB Inc. (SERC) is a community-based, non-profit, pro-choice organization that promotes sexual and reproductive health through education – and we've been doing it for over 85 years! Our programs and services touch the lives of over 35,000 children, youth, adults, families and professional service providers each year through a variety of programs and services that give people the skills, knowledge and tools they need to live healthy and full lives. More importantly, our work is proven to prevent a range of negative health and social outcomes, including gender-based and intimate partner violence, mental health challenges, sexual abuse and exploitation, and unplanned pregnancies and ST/BBIs. We envision where sexuality is celebrated throughout life, and our role in that is to enable access for and advocate on behalf of the communities we are privileged to serve.

While our vision is clear, our work is far from over. When it comes to sexuality, we have never lived in a more complex and challenging time, and COVID-19 has added to these complexities and challenges. Youth struggle navigating both their online and social spaces, families are facing the challenges of raising children and managing conflict in our modern world, while many among us still fight for basic respect and human rights, especially when it comes to sexuality. **The work we do saves lives**, and you can help us by participating in our upcoming event.

The SERC Training Institute is a professional training and consultation services that supports teachers, nurses, doctors, social workers and other human service practitioners in effectively addressing sexuality-related issues in their practice. When a service provider experiences professional growth and learns new skills in our training sessions, they go on to make a positive difference in the lives of many children, youth and families in our province. Not only are we able to bring service providers the latest in evidence and practice approaches, we intentionally reflect the needs of the community in our work. The result: rapid integration of knowledge, skills and the attitudes necessary to be a positive force in the lives of those who need it most.

Our 2022 SERC Training Institute conference, with the theme of “Community Matters” will inspire, teach, train, and mobilize service providers to respond to the new complexities and landscape in our world, and to do it in a way that honors and respects community-identified needs.

Please consider supporting our event by choosing the sponsorship package that works for you, or let us work together to design a package that aligns with your values, needs, and marketing goals.

Thank you for your support, we look forward to working together!

Jared Star & Leigh Anne Caron
Co-Executive Directors / SERC MB

Event Details:

The **SERC 2022 Training Institute Conference: “Community Matters!”** is a day of learning and sharing, for service providers across health, education and social service sectors in Manitoba and beyond! Join us for a series of keynote presentations and workshops that address a range of timely sexual and reproductive health rights topics and issues. Featuring SERC and additional local sexuality and reproductive health experts, researchers and community members with lived experience, this virtual event will support attendees in their capacity to work with clients in culturally responsive, sexuality-informed ways.

The theme for this conference is **“Community Matters,”** which captures our intent to bridge the gap between the communities we serve and the providers who serve them! This conference will include streams that highlight what matters to community *right now* when it comes to sexual and reproductive health and rights. The COVID-19 Pandemic has changed the landscape: access to care and preventative services has languished, youth have missed over a year of vital sexuality education, and families have been stretched to the max socially, economically, and spiritually. Through a series of thought provoking, engaging and interactive sessions, this conference will:

- Support growth in the human service sector with respect to sexuality and reproductive health topics,
- Teach skills and provide resources that can be implemented immediately in a variety of health, education and social service settings, and
- Promote the advancement of human rights as they relate to sexuality and reproductive health.

This event is 100% virtual and includes free ticket options, as well as other accessibility features to reduce barriers that would prevent attendance and participation. It is also guided by an Advisory Committee of community leaders and local advocates who will ensure the event is rooted in community voices. And, **all proceeds from this event will go directly into supporting underfunded programs at SERC, including our work with youth, newcomers, and rural/remote communities.**

Important Dates:

January 4 th , 2022	Sponsorship Registration Opens
February 14 th , 2022	Conference Registration Opens on Sexual and Reproductive Health Awareness Day
May 01 st , 2022	Sponsorship Registration Closes
May 05 th , 2022	Event Day!

Sponsorship Opportunities:

Presenting Sponsor: \$6,000 (1 Available)

The Presenting Sponsor will receive preferred recognition during the event and on all affiliated marketing materials. Benefits include:

- **Speaking opportunity during the opening remarks to bring greetings to guests and attendees**
- **6 conference passes**
- **Branding on social media: "... Presented by ____."**
- \$250.00 Social Media Advertising credit for post event "Thank You" Ad (duration: 1 week)
- 5-minute video advertising spot (or presentation to attendees) at the beginning of the lunch hour break
- Verbal recognition during speeches from conference organizers
- Preferred logo and brand recognition on digital signage and affiliated marketing materials, including the event slides
- Preferred logo and brand recognition on select social media
- Preferred logo and brand recognition on affiliated webpages
- Detailed post-event impact report with reach and engagement statistics

Keynote Speaker Sponsor: \$5,000 (1 Available)

The Keynote Speaker Sponsorship package will enable us to recruit and retain a world-class presenter. The sponsor will receive preferred recognition during the event and on all affiliated marketing materials, including an opportunity to introduce the keynote speaker at the event. Benefits include:

- **Opportunity to introduce the Keynote Speaker**
- **5 conference passes**
- **Branding on social media advertising related to the keynote speaker**
- Verbal recognition during speeches
- Preferred logo and brand recognition on digital signage and affiliated marketing materials, including the event slides
- Preferred logo and brand recognition on select social media, and affiliated web pages
- Detailed post-event impact report with reach and engagement statistics

Marketing Sponsor: \$4,000 In-Kind (1 Available) – **TAKEN!**

The Marketing Sponsor will receive preferred recognition during the event and on all affiliated marketing materials. Benefits include:

- **Branding on social media advertising related to the keynote speaker**
- **4 conference passes**
- Verbal recognition during speeches

- Preferred logo and brand recognition on digital signage and affiliated marketing materials, including the event slides
- Preferred logo and brand recognition on select social media, and affiliated web pages
- Detailed post-event impact report with reach and engagement statistics

Community and Accessibility Sponsor: \$3,000 (1 Available) – **TAKEN!**

The Accessibility Sponsor will support all accessibility features for this virtual event, including ASL interpretation, transcribed recordings for post-event engagement, and other accessibility needs. These funds will also support our Community Advisory Committee made up of volunteers to guide the conference experience. This sponsorship package will receive preferred recognition during the event and on all affiliated marketing materials. Benefits include:

- **Branding on social media advertising related to the keynote speaker**
- **3 conference passes**
- Verbal recognition during speeches
- Preferred logo and brand recognition on digital signage and affiliated marketing materials, including the event slides
- Preferred logo and brand recognition on select social media, and affiliated web pages
- Detailed post-event impact report with reach and engagement statistics

Wellness Break Sponsors: \$1,500 (2 Available)

The Wellness Break Sponsor will have the opportunity to share a “Wellness message” during both our morning and afternoon breaks. A static slide will be displayed highlighting a wellness activity or suggestion to support event attendees in between sessions. Our team of health educators will determine the content, which will be featured alongside your branding! Each slide will display for 15 minutes twice throughout the day to all event attendees. Benefits include:

- **Your company/organization banner proudly posted on our online registration platform.**
- **1 conference pass**
- Preferred logo and brand recognition on select social media, and affiliated web pages

Online Registration Sponsor: \$1,500 (1 Available) – **TAKEN!**

- **Your company/organization banner proudly posted on our online registration platform.**
- **1 conference pass**
- Preferred logo and brand recognition on select social media, and affiliated web pages

Event Partner: \$750.00 (Unlimited)

- **1 conference pass**
- Preferred logo and brand recognition on select social media, and affiliated web pages

Friends of SERC: \$500.00 (Unlimited)

- **1 conference pass**
- Logo recognition on our website

To purchase your sponsorship package, please visit:

<https://eventcamp.ca/event/sexuality-education-resource-centre-conference>

Or, contact Jared Star directly at 204-807-5500 / jstar@serc.mb.ca

Terms and Conditions:

All funds must be received by May 01st, 2022. Sponsorship and/or exhibitor benefits will not be fulfilled until funds are received. Full payment must accompany registration submitted through our online registration system. Registration will be honoured as of the date it was processed.

For payment by cheque, please make payable to: Planners Plus Inc.

Cheques can be mailed to:

Planners Plus Inc.
500-167 Lombard Avenue
Winnipeg, MB
R3B 0V3

For EFT/Direct Deposit, please send payment to: clientservices@plannersplus.ca along with your payment notification. Your payment notification must include your EventCamp 4-digit Order ID so that we may identify bank deposits with your order.

Special Call Out to MB Small Businesses!

This year, we have decided to opt for a **Digital Swag Bag** featuring coupons and vouchers to local Manitoba businesses. We anticipate national attendance, so this is a great opportunity to promote and expand your reach. All small and local MB businesses that contribute to the Digital Swag Bag gift will receive the following:

- One free ticket
- Logo and brand recognition on select social media
- Logo and brand recognition on select web pages

Our commitment to you as a Sponsor

For us, it's all about relationships. We are grateful for your generous support and are committed to providing you with a platform to promote your brand. While we will share the impact of your contribution in accordance to the sponsorship level that you choose, we are also interested in your creative ideas about how to help you shine. Let us know what works for you!

All sponsors are provided an "impact report" after the event that outlines the various venues where your brand was featured as well as the statistics associated with any impressions or post engagements activated by our constituents. Plus, we will gladly share de-identified demographic data that we collect through the registration process.

Our Social and Digital Reach

Our social media and digital communications are integral to building and maintaining relationships with our constituents. In 2018, we saw unprecedented increases in our engagement on all platforms:

- **Over 1,500** people receive our monthly E-News
- **Over 12,000** sessions are initiated each month through our website with over 10,000 users
- **Over 2,800** people like and follow our Facebook page
- **Over 1,800** people follow us on Instagram
- **Over 1,200** people follow us on Twitter

SERC is also intricately linked to other organizations across the sector including a majority of school divisions, all health regions including First Nations and Inuit health services, many newcomer service organizations in southern Manitoba, as well as federal and provincial government departments who access our training and resources.

Our Offices:

SERC Brandon:



SERC Winnipeg:



About SERC:

Sexuality Education Resource Centre (SERC) is a community-based, non-profit, pro-choice organization. **We are dedicated to promoting sexual health through education through** the provision of inclusive, non-judgmental education about sexuality.

Our Vision: A diverse society that celebrates sexuality throughout life

Our Values:

- Community
- Anti-Oppression
- Learning
- Advocacy
- Access

SERC Programs and Services:

SERC has offices in Winnipeg and Brandon that offer similar services with the exception of specialized programming for LGBT2SQ+ people in southwestern Manitoba.

- **Programs and Services for Youth, including the Teen Talk Program:** Teen Talk is Manitoba's largest and busiest youth health education program providing interactive workshops in schools and community settings for youth aged 12-19 on a variety of topics including sexual health, safer substance use, mental health and peer support training.
www.teentalk.ca / <https://serc.mb.ca/what-we-offer/youth-workshops/>
- **Community Workshops:** Our facilitators specialize in comprehensive sexuality education, including population-specific contexts related to culture and identity, who provide group-based education in the community for youth and adults.
<http://serc.mb.ca/what-we-offer/workshops/>
- **SERC Training Institute:** We offer professional education, training and consultation on a variety of sexuality and reproductive health topics for businesses, corporations and private enterprises; as well as for service providers across multiple sectors including health, education and social services in Manitoba.
<http://serc.mb.ca/institute/>
- **SERC Brandon:** Our Brandon office is a hub for sexuality and reproductive health education for the Westman community, including a specific program to support 2STLGBQ+ community members by way of free counselling, programming and training for local service providers.
<http://serc.mb.ca/sexual-health-info/>

The impact of our work:

We deliver 200 workshops for over 5,000 youth each year:

Our youth health education focuses on providing the skills, awareness and knowledge needed to *influence behavior*. We also support the development of healthy attitudes towards sexuality and reproductive health. We offer single workshops and various series' that cover: Safer Sexual Health, Consent and Healthy Relationships, Body Image, Communication Skills, and more.

"SERC helped made me realize that I can love myself, and when I'm ready I'll do it."

-Youth, 14

We provide over 160 workshops for Newcomer parents and their children each year:

Families are the cornerstone of society, and SERC has specialized in support newcomer families for over 14 years. We help bridge the cultural gap by educating about Canadian values, norms and customs related to family communication, gender, consent and laws, sexual and reproductive health, and navigating the health care system. Our work with newcomers *keeps families together*.

"Because we have a different culture, we were born in China, as parents we have to learn what to do because our children have so many challenges"

-Parent

We provide over 140 workshops for over 2,500 adults and youth in Brandon and the Westman Community:

SERC Brandon offers the same programs and services as the Winnipeg office with the addition of the 2SLGBTQ+ Program that offers free counselling and support groups for this community.

"SERCs messages are the kinds of messages I want my kids to hear!"

-Parent

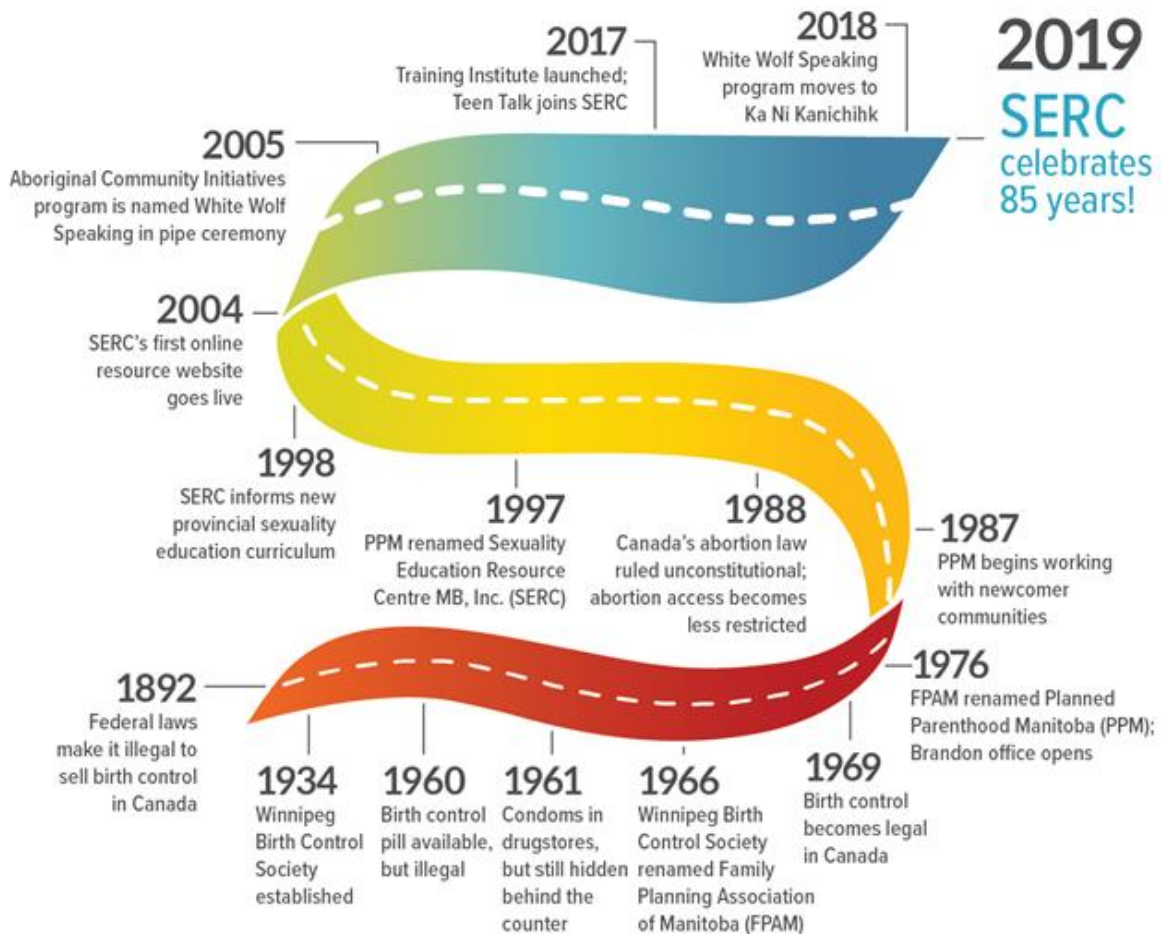
The SERC Training Institute trains over 6,000 professional service providers and students in Manitoba each year:

Our impact is amplified through the SERC Training Institute, which provides high-quality education and training for teachers, nurses, social workers and doctors and other professional service providers so they can deliver comprehensive sexuality education for their students, patients and clients.

"SERC is "it" for sexuality education, the services are well-known and are respected with stakeholders. Its competent staff are responsive to the needs of the community."

- Teacher

Our History



Learn more about SERC!

Please visit our website to learn more about our programs and services by checking out our Annual Reports or by browsing the “What we offer” section.

www.serc.mb.ca

Thank you for your consideration.

We look forward to working together to make a difference in the lives of Manitobans.