

The logo for WITS Pink Shirt Day Canada. It features the word "WITS" in white letters inside four separate pink squares at the top. Below this, the words "PINK SHIRT DAY" are written in a large, bold, pink sans-serif font, with a small pink heart on either side of the word "DAY". At the bottom, the word "CANADA" is written in a smaller, pink sans-serif font. The entire logo is set against a light pink background.

WITS
PINK
SHIRT
♥DAY♥
CANADA



Spread Kindness this Year to help reduce bullying & discrimination!

We invite you to join us in supporting Pink Shirt Day Canada, a national movement dedicated to raising awareness and reducing bullying and discrimination in schools, workplaces, and communities. Each year, individuals and organizations across the country come together to promote kindness, inclusion, and respect, creating safer spaces for everyone. By becoming a sponsor, you have the unique opportunity to amplify this important message and showcase your commitment to fostering a culture of empathy and positive social change. Together, we can make a lasting impact on the lives of youth and marginalized groups across Canada.

Every contribution, whether it's joining us in wearing pink on the last Wednesday of February to show you're taking a stand, or making an effort to practice kindness and acceptance, or even giving a donation or fundraising for programs that make a difference, can change a life.

2025 Sponsorship Package

www.pinkshirtdaycanada.ca

Proceeds from sponsorship go towards running Pink Shirt Day Canada. Any additional funds will support Pink Shirt Projects and the WITS Programs Foundation to spread kindness year-round.

While this proposal outlines our initial thoughts and ideas, WITS Programs Foundation is looking forward to being inclusive of your team's values and goals through collaboratively building this partnership. If you have any other ideas or suggestions, please do not hesitate to let us know.

PINK SHIRT DAY CANADA

February 26, 2025

What is Pink Shirt Day?

In 2007 in Berwick, Nova Scotia, after a new student at school was bullied for wearing a pink shirt, two grade 12 students got online to encourage classmates to support the new student by coming to school wearing pink. They bought all the pink shirts they could afford and went to school the day distribute the shirts. To their surprise, the majority of students arrived wearing pink! With that act of kindness, Pink Shirt Day was born.

Many countries now recognize specific days for raising awareness about the prevention of bullying and promoting kindness and inclusion. Many students have heard the Pink Shirt Day message from kindergarten through to their high school graduation. The movement continues to grow. In Canada, **the last Wednesday of each February is National Pink Shirt Day.**

Pink Shirt Day Canada is an interactive show designed just for schools hosted by WITS Programs Foundation. In this 45-minute Show, we'll talk about being kind, hear from youth and award-winning authors, honour Indigenous peoples, hear from students about their own kindness projects, ask our special guest questions, play a game with chances to win prizes, and leave you feeling fueled with kindness for Pink Shirt Day!

Pink Shirt Day Canada reaches over 500 schools and more than 10,000 children, youth, and families nationally each year.

Host: WITS Program Foundation

Pink Shirt Day Canada show is presented by the WITS Programs Foundation (WPF), a Canadian charitable organization, whose mission is to create safe environments for children and youth. WPF engages school students with their programs Canadian Kindness Leaders/Mentors canadienne en gentillesse; WITS & LEADS (English) and DIRE & MENTOR (French), and the Pink Shirt Project, introduced in 2022. In addition, WPF partners with the Naut'sa mawt Resource Group to sell authentically Indigenous-designed pink shirts every Pink Shirt Day.

The evidence and research-based WITS programs have been proven effective to reduce peer victimization such as discrimination and bullying, and have been started in over 1400 elementary schools in Canada and now also in the USA and Europe. Close to a million children have learned to use their WITS to prevent bullying and discrimination.

[🔍 Learn more about WITS](#) ×

[🔍 Learn more about Pink Shirt Day](#) ×

PINK SHIRT DAY CANADA



Presenting Sponsor *(exclusive)*

Investment: \$20,000

Opportunity to be featured as exclusive Presenting Sponsor of Pink Shirt Day Canada 2025.

HOSPITALITY

- 20 complimentary registrations to offer to schools/groups of your choice.
- 20 complimentary pink shirts for team members
- 25% off Discount code for additional pink shirts for your team

LOGO INCLUSION

- On live backdrop during broadcast
- In Pink Shirt Day Canada website from confirmation of sponsorship until live broadcasts
- In eblast for registration (~ 2,000 schools across Canada)
- On attachment created for school eblasts to parents (schools encouraged to send with e-news weekly for 4 weeks prior to the event)
- Logo displayed on-screen throughout the live broadcast (45 mins in length, 3 broadcasts, goal of 40,000 viewers)
- Logo featured in press release promoting event
- Logo featured on “Thank you” Ad in post-event e-blast, website, social platforms

EVENT INCLUSION:

- One 45 second pre-taped video message played during each broadcast (3 times)
- Live Shout Out to your company moment where staff at Corporate HQ clad in pink shirts are on screen
- Company name mentioned live by youth host throughout the broadcast

MEDIA INCLUSION

- Social media publicity leading up to event (minimum 3 posts)
- Social media thank you post
- Press release highlighting presenting sponsor with a quote from a board member or senior executive
- Inclusion in any media opportunities that arise

Buy Pink Shirts!



PINK SHIRT DAY CANADA



School Champion Sponsor *(exclusive)*

Investment: \$10,000

Opportunity to be featured as exclusive School Champion Sponsor of Pink Shirt Day Canada 2025. This sponsorship covers the costs of schools and Indigenous groups who cannot pay the registration fee.

HOSPITALITY

- 10 complimentary registrations to offer to schools/groups of your choice.
- 10 complimentary pink shirts for team members
- 20% off Discount code for additional pink shirts for your team

LOGO INCLUSION

- On Pink Shirt Day Canada website from confirmation of sponsorship until live broadcasts with specific mention on FAQ/subsidy sections
- Logo displayed on-screen throughout the live broadcast (45 mins in length, 3 broadcasts, goal of 40,000 viewers)
- School eblast for registration (~ 2,000 schools across Canada)
- Logo displayed in communication with subsidized schools and groups
- Logo featured on press release banner
- Logo featured on "Thank you" Ad in post-event e-blast, website, social platforms

EVENT INCLUSION:

- One 30 second pre-taped video message played during each broadcast (3 times)
- Company name mentioned live by youth host throughout the broadcast

MEDIA INCLUSION

- Social media publicity leading up to event (2 posts)
- Social media thank you post
- Press release inclusion highlighting company as School Champion Sponsor

Buy Pink Shirts!



PINK SHIRT DAY CANADA



Broadcast Sponsor *(semi-exclusive - 2 available)*

Investment: \$5,000

Featured as semi-exclusive Broadcast 1 (Eastern Canada) or 2 (Western Canada)

HOSPITALITY

- 5 complimentary registrations to offer to schools/groups of your choice.
- 5 complimentary pink shirts for team
- 10% off Discount code for pink shirts

LOGO INCLUSION

- During broadcast opening/ closing
- On website from confirmation of sponsorship until live broadcasts
- On eblast for registration of your broadcast
- Logo on press release banner
- Logo featured on “Thank you” Ad in post-event e-blast, website, social platforms

EVENT INCLUSION:

- One 15 second pre-taped video message played during your broadcast
- Company name mentioned live by youth host throughout your broadcast

MEDIA INCLUSION

- Social media publicity leading up to event (1 posts)
- Social media thank you post with other broadcast sponsors
- Mention in press release

Kindness Partner *(non-exclusive)*

Investment: \$1,000

HOSPITALITY

- 1 complimentary registration to offer to schools/groups of your choice.
- 10% off Discount code for pink shirts

LOGO INCLUSION

- During broadcast opening/ closing
- On website from confirmation of sponsorship until live broadcasts
- On school eblast banner
- Logo on press release banner
- Logo featured on “Thank you” Ad in post-event e-blast, website, social platforms

EVENT INCLUSION:

- Company name mentioned live by youth host at the end of the broadcasts

MEDIA INCLUSION

- Social media publicity leading up to event (1 group post)
- Social media thank you post with other Kindness Partner sponsors

[Buy Pink Shirts!](#)

PINK SHIRT DAY CANADA



2025 Pink Shirt Day Canada Sponsorship Agreement

THANK YOU for joining our movement to ending bullying and spread kindness across Canada!

Sponsorship Selection

- | | | |
|---|---|--|
| <input type="checkbox"/> Presenting Sponsor
\$20,000 | <input type="checkbox"/> Broadcast Sponsor
\$5,000 | Broadcast Preference: _____
(list 1 or 2) |
| <input type="checkbox"/> School Champion Sponsor
\$10,000 | <input type="checkbox"/> Kindness Partner Sponsor
\$1,000 | |

Payment Details

We would like to pay our sponsorship by: **Direct Deposit** **Credit Card** **Cheque**

Organization: _____

Address: _____

Province: _____ Postal Code: _____

Contact Name: _____

Email: _____ Phone: _____

Note: A WPF representative will be in contact with you to provide payment information based on your selection.

This sponsorship agreement becomes binding upon acceptance and signing of the document. By confirming your sponsorship, you are entitled to first right of refusal for a 2026 Pink Shirt Day Canada Sponsorship.

Sponsor

Name: _____

Title: _____

Date: _____

Signature:

WITS Programs Foundation

Name: Andy Telfer

Title: Executive Director

Date: _____

Signature: