



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.

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 Foundation to spread kindness year-round.

While this proposal outlines our initial thoughts and ideas, WITS 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 25, 2026

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 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 Foundation

Pink Shirt Day Canada show is presented by the WITS Foundation, a Canadian charitable organization, whose mission is to create safe environments for children and youth. WITS Foundation 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 *(up to three)*

Investment: \$20,000

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

HOSPITALITY

- Up to 10 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

EVENT INCLUSION:

- One 30 second pre-taped video message played during each broadcast
- Live Shout Out to your company including photo of your choice
Company name mentioned live by youth host during thank yous

LOGO INCLUSION

- On Pink Shirt Day Canada website from date of confirmation until 1 month after broadcasts
- Eblast to (~ 2,000 schools across Canada)
 - Logo displayed on-screen and on live backdrop throughout the live broadcast (45 mins, 2 broadcasts, goal of 20,000 viewers)
 - Logo featured in press release promoting event
- Logo featured on “Thank you” Ad in post-event e-blast, website, social platforms

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

Investment: \$10,000

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

HOSPITALITY

- Up to 5 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, 2 broadcasts, goal of 20,000 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 15 second pre-taped video message played during each broadcast
- Company name mentioned live by youth host during thank yous

MEDIA INCLUSION

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

Buy Pink Shirts!



PINK SHIRT DAY CANADA



Broadcast Sponsor

Investment: \$5,000

HOSPITALITY

- 2 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
- Eblast to (~ 2,000 schools across Canada)
- 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 during thank yous

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

Investment: \$1,000

HOSPITALITY

- 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



Pink Shirt Day Canada Sponsorship Agreement

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

Sponsorship Selection

☐

Presenting Sponsor

\$20,000

☐

Broadcast Sponsor

\$5,000

☐

School Champion Sponsor

\$10,000

☐

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 WITS Foundation
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 this year's Pink Shirt Day Canada Sponsorship.

Sponsor

Name: _____

Title: _____

Date: _____

Signature: _____

WITS Foundation

Name: Andy Telfer

Title: Executive Director

Date: _____

Signature: _____