



**CROSSROADS**  
**INTERNATIONAL**

Become a Sponsor  
for Change

**12<sup>TH</sup> ANNUAL**

**CROSSROADS INTERNATIONAL**

**DAY OF THE GIRL BREAKFAST**

**October 5<sup>th</sup>, 2023**



**"You're different in your own way.**

**Why fit in, when you can stand out?"**

**BE YOURSELF!"**

# INTERNATIONAL DAY OF THE GIRL BREAKFAST

October 5<sup>th</sup>, 2023

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

To date, Crossroads has supported the launch of 125 Empowerment "clubs" and more than 4000 girls are served annually. This year, the event will be taking place in Toronto, ON at the Carlu. You will also get to hear directly from young girls benefitting from Crossroads' support in sub-Saharan Africa.

## 2023 SPEAKER

# RANDELL ADJEI



Randell Adjei is an author, inspirational speaker, arts educator and community leader who uses the spoken word to empower and transform through *Edutainment*. He is the founder of one of Toronto's largest and longest running youth led initiatives; Reaching Intelligent Souls Everywhere (R.I.S.E Edutainment).

Randell Adjei is a Crossroader, a volunteer who traveled to Ghana working closely with the Boys for Change clubs, promoting positive masculinity as a way to advance equality for women and girls. In 2021, Randell was named the first-ever Poet Laureate of Ontario.

*"Regardless of our age, ethnicity, beliefs, identity or any other factors we use to define ourselves, inevitably, we will all experience suffering. It is not the suffering itself but our response to the suffering that can truly unleash the pure potential within us."*

## SPONSORSHIP HIGHLIGHTS



CROSSROADS  
INTERNATIONAL

- ✔ Increase your corporate profile with a receptive audience of business leaders and entrepreneurs
- ✔ Be recognized as a Gender Equality Champion
- ✔ Expand your national reach
- ✔ Show that your Corporate Social Responsibility is dedicated to advancing women's and girls' rights

# BENEFITS

## Gain valuable brand exposure

**230+ influential attendees from the Greater Toronto Area,**

including, but not limited to:

- senior corporate executives
- entrepreneurs and business owners
- leading Gender Equality Champions

## Be a part of the #IAmACrossroader movement

to ensure the equal rights of girls and women around the globe. Your sponsorship of this event will help change the lives of thousands of girls in Africa facing great adversity.

# SPONSOR THE DAY OF THE GIRL BREAKFAST

## Brand Marketing

### Pre and post-event promotions and recognition:

- more than **20,000** dedicated social media followers and **26,000** email subscribers
- visibility on Crossroads' website to 6,000 monthly active users
- recognition in Crossroads International's Annual Report

## Girls' Empowerment Clubs

Clubs are safe spaces where girls gain the confidence to speak out about violence and develop leadership skills.

The clubs help girls develop their voice using journaling, debates, creative arts programming and community service. Together they learn about violence and abuse and how to prevent it and how to advocate for their rights.





# INTERNATIONAL DAY OF THE GIRL BREAKFAST

## SPONSORSHIP CONFIRMATION & TICKET ORDER FORM

Please indicate your sponsorship interest by checking the applicable box.

- PLATINUM SPONSOR (\$20,000+)
- SILVER SPONSOR (\$5000 - \$9,999)
- CONTRIBUTING SPONSOR (\$500 - \$1,999)
- GOLD SPONSOR (\$10,000 - \$19,000)
- BRONZE SPONSOR (\$2,000 - \$4,999)

### Additional Tickets/Table

- Full table (10 tickets) - \$1200 \_\_\_\_\_ Table(s)
- Individual tickets - \$125 \_\_\_\_\_ Ticket(s)

Attached is my cheque (made payable to Crossroads International)

OR

I wish to pay by Mastercard/Visa:

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry: \_\_\_\_ / \_\_\_\_ / \_\_\_\_      Signature: \_\_\_\_\_

Please contact me to arrange for logos:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

# THANK YOU FOR YOUR SUPPORT!

## PLEASE RETURN TO:

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



**CROSSROADS  
INTERNATIONAL**

**THANK YOU  
FOR BEING  
A SPONSOR  
FOR CHANGE**



**49 Bathurst Street, Suite 201, Toronto, ON M5V 2P2**

**416 967 1611 • [www.cintl.org](http://www.cintl.org) • [abankley@cintl.org](mailto:abankley@cintl.org)**