



23rd September, 2014
Tauranga Moana Safe City

Dear Business Owner,

The Tauranga White Ribbon Tug of War is being held for its 5th year at Fraser Cove Shopping Centre in Tauranga on the 28th November from 5 pm, and we need your support to make this event happen. The event is aimed at raising awareness around family violence, which is a huge issue in our country as the sad truth is 1 in 3 woman experience a form of violence in their lifetime. This event also provides a chance for the community to meet and talk to the local agencies that work directly with domestic violence and reach families that may need help.

The white ribbon tug of war is a family focused day and every year it gets bigger and better with crowds of hundreds attending the fun and excitement of the tug of war competition, children's rides and activities including live performances and the motorcycles display. This is an opportunity for local men to "pull together to end family violence" by making a stand against violence towards women and children. Men from local businesses don their company shirts and compete against each other for the 'cause' as well as the pride of winning the White Ribbon trophy.

The whole event is a well-publicised with signage, banners, newspaper and a sponsored radio station. The day will also be attended by local notaries such as Mayor Stuart Crosby, white ribbon ambassadors and local radio hosts. We have a huge team organising this event with many agencies volunteering their time and expertise, but we still need further assistance of cash donations and prizes for the winning teams and goods for the raffle (all proceeds going into running costs for the event).

What we are doing is approaching businesses such as yourself, and asking if there is any possibility to not only promote your business, but to support this cause that is in such need of community awareness and social change.

Support for the event can be achieved in a number of ways:

1. **By donating money,**
2. **By donating store vouchers** (to be used as prizes or to purchase items for raffle) (Examples of previous vouchers have been: gift cards/store credit or meal vouchers)
3. **By donating goods or products to be used as prizes for the winning teams or to go into the Christmas raffle.**
4. **By sponsoring advertising to support our advertorial in the local paper** (e.g. 'The Warehouse Fraser Cove supports the White Ribbon Tug of War'.)
5. **By entering a team of 6 men to compete in the competition. Register online at www.tow.taurangasafecity.org.nz**

Valued sponsors can be acknowledged in a number of ways (with the possibility of radio coverage). Please contact the event coordinator to discuss how you may be able to help.

**Warmest regards, Amy Colonna Event coordinator.
Contact 0272270891 Email: amy@taurangasafecity.org.nz**

Working on your behalf to end family violence in our community,