



HUMAN TRAFFICKING  
**IN OUR BACKYARD**  
[www.InOurBackyard.org](http://www.InOurBackyard.org)

# Linking Freedom In Our Backyard

## *Overview & Sponsorship Opportunities*

Linking Freedom In Our Backyard is a public awareness and outreach event hosted by nonprofit [IN OUR BACKYARD \(IOB\)](http://www.InOurBackyard.org) that takes place surrounding the Super Bowl – this year on January 26th in Atlanta. This event is a part of IOB's **10th annual operation** surrounding the Super Bowl, in which we partner with law enforcement, government agencies, businesses, and nonprofits. During the event hundreds of volunteers are trained on human trafficking and visit convenience stores and other businesses to engage them as eyes and ears to spot human trafficking and save lives.

### Key Resources Distributed:

- **Missing Children's Books:** Within 48 hours of leaving home, 1 in 3 missing children will be lured toward human trafficking. IOB's Missing Children's Books contain pictures of local missing and endangered children, indicators of human trafficking, and both local and national emergency contact numbers. The books are widely distributed to businesses, transportation companies, nonprofits, and in other key venues throughout the host city (20,000 copies expected to be distributed). Through the joint efforts of a caring community and the law enforcement that protects it, multiple youth pictured in the IOB Missing Children's books have been recovered each year (15 of 36 youth last year).
- **Freedom Stickers:** Restroom stalls are the safest place for a victim of human trafficking to call or text for help. Freedom Stickers, which contain the National Human Trafficking hotline, are placed in restroom stalls in hospitals, schools, convenience stores, shops, parks, restaurants, bars, hotels, government buildings and more. IOB Freedom Stickers are now in all 50 states and provide a path to freedom for those being trafficked.

### Outcomes:

- Each year increased local collaborations continue after Super Bowl. Individuals connect with local resources, resulting in greater anti-human trafficking resources and efforts going forward.
- The outreach event is an aspect of a broader operation which is instrumental in holding traffickers and sex-buyers accountable. Additionally numerous victims of human trafficking are recovered and given an opportunity for freedom and restoration.
- Businesses join forces with thousands of other retailers nationwide who are members of IOB's Convenience Stores Against Trafficking program to protect their communities. This enables businesses to partner and makes the overall impact greater for each community.

### Sponsorship:

The Linking Freedom in Our Backyard initiative is focused on supporting the work of the local community and government in the host city of the Super Bowl. As a 501(c)(3) nonprofit, we rely on the generosity of individuals, corporations, and foundations to conduct our operation and create the Missing Children's Books each year. We are looking for supporters at the following levels to ensure that we can protect vulnerable children across the Atlanta Metro in January.

- Linking Freedom Champion - \$10,000 - logo prominently displayed on the back cover, on the sponsor page within the book, name listed on the front cover, logo on presentation at the event
- Missing Children's Advocate - \$5,000 - logo displayed on the back cover and on the sponsor page within the book, name mentioned at the event
- Outreach Advocate - \$2,500 - logo displayed on the sponsor page within the book, name mentioned at the event
- Awareness Advocate - \$1,000 - small logo displayed the sponsor page within the book

Those who contribute between \$250 - \$1,000 will have their name listed as a community supporter on the sponsor page.

Please contact Juliana Williams with questions or to support: [juliana@inourbackyard.org](mailto:juliana@inourbackyard.org) 541.527.5088