

2020



UP RISING UP RISING

*It's all about Movement Building
Virtual Gala & Drylongso Awards Celebration*

Friday, November 13, 2020

MAIN EVENT: 7:00 - 8:00 PM EST

**Gala Networking & Virtual Studios
6:30 - 7:00 pm EST | 8:00 - 8:30 pm EST**

**VIRTUAL GALA
SPONSORSHIP
PROSPECTUS**



WWW.CCIVIRTUAL.ORG



WELCOME

Community Change Inc. (CCI) requests your attendance and support at our annual Drylongso Celebration & Virtual Gala. The theme for this year's gala is Uprising: It's All About Movement Building. This year our annual event is celebrating the spirit of Uprising in the national and global Black Lives Matter movement in a virtual interactive space. Our virtual gala will take place on November 13, 2020. Our main event will begin at 7:00 pm EST with two networking opportunities taking place from 6:30 - 7:00 pm EST and 8:00 - 8:30pm EST.

CCI has taken leadership in moving the dial on anti-racism education regionally by taking our programs into the suburbs and to neighboring New England states. We activate communities with white privilege and link individuals and groups to black, indigenous and people of color/BIPOC-led organizing efforts locally and regionally.

We invite you to consider a sponsorship in support of a crucial and under resourced cause! The 2020 Drylongso Celebration & Virtual Gala will create an opportunity to celebrate the work of CCI, engage with the people on the ground doing the work, and to learn more about the future of this movement. Take a moment and imagine a country or even a state where systemic racism will cease to exist, for this is why Community Change Inc. was founded.

We offer a range of sponsorship opportunities to suit your needs. We encourage you to review the CCI Sponsorship Prospectus and respond quickly as we expect to fill all the sponsorship slots. Please note important dates to take advantage of your sponsorship benefits outlined in the prospectus, so don't delay! Maximize your organization's visibility by sponsoring the CCI's Annual Drylongso Celebration & Virtual Gala.

Nothing would help celebrate our work in the spirit of Uprising more than having you join us in making this a movement where we can move boldly forward with the faith that we are always stronger together.

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WHY WE NEED YOUR SUPPORT IN 2020

For our more than 50 years, we have depended almost exclusively on donations from individuals. We know that the funding world tends to be led and directed by established rules of whiteness. For example, most grant funders require measurable outcomes tracking numbers rather than qualitative indicators of success.

We recognize how traditional funding has been wrapped in a history of white supremacy, but we also know that reaching out and building relationships -- authentic partnerships -- with established businesses and funding organizations is now a vital part of our work on “the white problem” of racism.

For the past five years Shay Stewart-Bouley, our first black executive director, has led CCI in insisting white people go way beyond merely “getting woke” and find a way to risk their privilege in joining others to move the dial on racism. As the anti-racist UpRising grows stronger we need your partnership and investment to fully support and hopefully grow our staff and programs so we can continue to play our essential part in this movement.

We are hopeful that you will recognize the value of our decades-long efforts, our current work, and our future plans. Work that directly calls on white people to step up, learn something and take action in accountable relationships with black and brown communities is not easy work to fund. We invite and welcome your partnership.



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SPONSOR CCI!

OVERVIEW

Friday, November 13, 2020 will be an evening of celebration and reflection. We honor the courage and persistence of ordinary people doing extraordinary anti-racism work to confront our nation's racial history. In this entertaining and interactive event we will be inviting our supporters on a virtual tour into the many racial justice programs CCI has fostered locally and regionally.

2020 EVENT FUNDRAISING GOAL

\$70,000

2020 GALA HIGHLIGHTS

01

Keynote Speaker:
Dr. Atyia Martin, CEO and
Founder, All Aces, Inc.

02

Drylongso Celebration Honoree:
Susan Naimark, CCI Board Chair

03

CCI Studios: Our guests will be invited to explore eight unique and energetic virtual spaces designed to educate, inform, and illuminate CCI's rich history, current work, and visions for the movement.

ABOUT CCI

Our Mission: Community Change Inc. promotes racial justice and equity by challenging systemic racism and acting as a catalyst for anti-racist learning and action.

Our Vision: At CCI, we recognize the immeasurable value of building trust and community through shared values and commitment.



OUR HISTORY / OUR LEGACY

Community Change was born out of the Civil Rights Movement in response to the 1968 Kerner Commission Report which named racism as "a white problem." CCI has done what few organizations are willing to do: shine a spotlight on the roots of racism in white culture with the intention of dealing with racism at its source, as well as with its impact on communities of color. CCI accomplishes its mission through education, advocacy and working in solidarity with others to organize for change.

CCI serves as a home for racial justice work in many forms. As we battle the Covid 19 pandemic, we are seeing racism play out with regards to how black and brown communities are being disproportionately affected due to the structural inequities.

CCI addresses the need for racial healing among all people. We work to help white people develop the knowledge, self-confidence, and eventually the leadership skills to be effective advocates and organizers for racial justice. A truly collaborative organization, we are growing in community and support with working class black and brown leadership in Boston communities, including partnering with groups like the MA Coalition of Domestic Workers.

OUR WORK

01

CCI creates racial justice education and organizing through the **Anti-Racism Organizing in the Suburbs (AROS)** project. In addition to our ongoing AROS leadership trainings, CCI has organized three regional AROS conferences connecting activists in predominantly white cities and towns with current black, indigenous and people of color/BIPOC-led organizing projects and campaigns.

02

In our **Racial Healing Project**, the multi-racial cross-class family of volunteers, board members, and staff at CCI will engage in training with other leaders in the community to develop ourselves into politically educated relational resource mobilizers. These cohorts will then help build infrastructure to increase the capacity of racial justice organizing with partner groups across greater Boston.

03

We support continuing multiracial dialogue, learning, and action through the **Boston Knapsack Anti Racism Group**, a group founded by CCI staff member Myrna Morales. Despite the COVID-19 pandemic, this group continues creating weekly events that engage a younger generation of committed anti-racists.

04

CCI maintains strong partner relationships with both **White People Challenging Racism (WPCR)** and the **Boston chapter of Showing Up for Racial Justice (SURJ Boston)**. The intensive WPCR course supports each student to emerge with a personal anti-racism action plan, while SURJ Boston organizes and trains hundreds of predominantly white people to engage in local education and organizing work for racial justice with awareness and accountability.



OUR IMPACT

CCI Gala Attendee Profile:

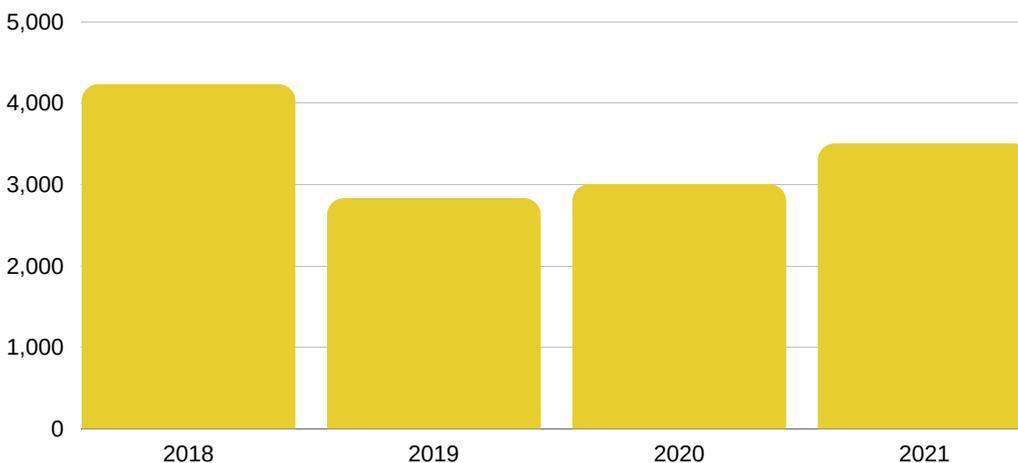
- Middle and upper class white people of all genders and abilities
- Working class, poor, gender-oppressed, and disabled people, especially Black, Indigenous, and other People of Color

CCI Geography & Reach:

- Greater Boston Area
- Massachusetts
- Northern New England



Number of participants in CCI platform groups and events:



Note: 2020 actuals and 2021 projections.

Our Work Is Moving People

“It is challenging to learn how much work needs doing, but I’m very inspired to hear from people who are already working hard to making change!”--AROS Participant

“I have never experienced a clearer presentation on what a white person like me needs to do to become more aware and effective in my anti-racist work.”--Boston Knapsack Group attendee

“Thank you for so much great information about grassroots organizing efforts near me!! I will be taking action on local housing justice and removing indigenous mascots from our town’s high school sports teams.”--AROS Participant

“The gathering gave me a progressive space to learn about how important it is for us to make accountable and real relationships across race and class lines.”--AROS Participant

2019 SPONSOR GRATITUDE

Organizer Level

Abraham Lateiner
Betsey and Matthew St. Onge

Catalyst Level

Brigham and Women's Hospital

Friends Level

Amelie Ratliff
Judy Ann Bigby
Johnny Lapham
Susan Naimark

Hosts

Barbara and Jonathan Beckwith
Brinton Lykes
Joanie Parker
Erica Brooks
Karen Blumenfeld and Andy Nierenberg
First Church of Cambridge
Colin Stokes
Peter Snoad
Polly Atwood and Wendy Sanford
Stephanie and David Ward



Thank you!

2020 SPONSORSHIP OPPORTUNITIES



UpRising Accomplice Sponsor (Host Committee) - \$1,000

- Can invite up to 2 guests for free
- Name on Gala microsite
- Closing credits recognition
- **Spaces Available: Unlimited**

Movement-Building Sponsor - \$2,500

- Can invite up to 4 guests for free
- Named as sponsor of a virtual studio for the event
- Name and logo on Gala microsite and CCI website
- Closing credits recognition
- Listed as a sponsor on the Whova app
- **Spaces Available: Unlimited**

Catalyst for Change Sponsor - \$5,000

- Can invite up to 8 guests for free
- Name, logo and URL on CCI organization website and Gala microsite for up to one (1) year following the 2020 Gala
- Named as sponsor of a virtual studio for the event
- Closing credits recognition
- Listed as a sponsor on the Whova app
- **Spaces Available: 4**

Drylongso Sponsor (Lead Event Sponsor) - \$10,000

- Named as Main Room Program Sponsor
- Can invite up to 12 guests for free
- Name, logo and URL on CCI organization website and Gala microsite for up to one (1) year following the 2020 Gala
- Closing Credits recognition
- Listed as a lead sponsor on the Whova app
- **Spaces Available: 1**

A-LA-CARTE VIRTUAL GALA SPONSORSHIP OPPORTUNITIES

Optimize your networking opportunities by selecting one of our special sponsorship packages below. Host one of these high-visibility Gala studios and leave a lasting impression on your target audience. A-la-Carte Sponsorships are limited and available on a first-come, first-served basis. For additional questions, please email us at ccvirtual@aspecialgathering.com.



Gala Studios - \$1,500

(Story-telling, demonstrations, information, and helpful tips)

- Movement Self-Care Studio
- The UpRising Studio: A Tribute to Drylongso
- Racial Healing Project Studio
- SURJ Boston Studio
- WPCR Studio
- Knapsack Group Studio
- Mixologist Networking Studio
- **Spaces Available: 7**

Gala Mobile WHOVA App - \$3,000

- Be the EXCLUSIVE sponsor of the WHOVA mobile app that allows everyone to “Stay Connected” at the UpRising Gala.
- Full app branding
- **Spaces Available: 1**

Digital Program Ads - \$100

- Digital gallery of full-page advertisements on full display at the virtual Gala and featured on the Gala microsite
- **Spaces Available: Unlimited**

Virtual Gala Exhibit Hall Vendor - \$300

- Exhibiting provides an excellent way to increase visibility for your products, services, information, programs, and networking opportunities.
- **Spaces Available: Unlimited**

SPONSORSHIP FAQs

Sponsor Benefits Checklist

The sponsorship opportunities and associated benefits are included in this brochure. Based on your chosen sponsorship level, please provide the items below. After the completion and submission of your form, you will receive an email confirmation with an invoice and payment link:

- Provide a vector logo in EPS format OR a high resolution (300 dpi or greater) JPG or PNG file.
- Share the website to which you would like your logo to link. We appreciate your support of CCI!
- 25-word description of your organization's mission, programs, products or services.

Key Dates

- Sponsor logos, information, and digital program ads for the CCI Gala microsite and digital promos must be received no later than **Monday, November 9, 2020**.
- Complimentary registration for you and your guests based on your sponsorship level, must be completed no later than **Thursday, November 12, 2020, 8pm EST**.

Guest Registration

- Upon submission of your sponsorship confirmation form and payment, you will receive an email notification with instructions and unique code to register your guests for the Gala.

Digital Program Ad Specs

- Full Page Advertisement: 8x10 in
- Full Color Bleed
- File Type: High-resolution PNG or JPEG image

Sponsor Logistics Point-of-Contact

- If you have any questions or need additional information, please reach out to the appropriate CCI contact.
- CCI is working with Special Gathering. If you have any questions email ccivirtual@aspecialgathering.com.

[CLICK HERE TO CONFIRM YOUR CCI SPONSORSHIP >>](#)



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