



Dear Partner in Peace,

Thanks to your support, 2016 was the Peace Institute's most successful fundraising year ever, and we're on track to surpass that in 2017. We've got big plans for 2018 and we need you to invest so we can increase our impact. We're asking you to help us raise \$400,000 in honor of the 22nd Annual Mother's Day Walk for Peace.

With your financial investment, we will expand the direct services we offer to families impacted by murder and we are going to train even more law enforcement officials and public health professionals so they can serve survivors more equitably and effectively.

Our 2018 theme is "Dignity and Compassion for All" – that's what we've been demanding for families and communities impacted by murder, trauma, grief, and loss since the very first Mother's Day Walk for Peace. By sponsoring the walk, you can help us deliver the support and resources families need and deserve to heal.

The Mother's Day Walk for Peace is a beloved annual tradition for people in Boston and beyond. Last year, not even heavy rain couldn't stop us from raising the Peace Flag over City Hall. Your company or organization can be part of this tradition by sponsoring the 2018 Mother's Day Walk.

Sponsorship is the best way to help us grow our staff and expand our capacity to provide services, offer trainings, and lead advocacy so that we can transform society's response to homicide. Sponsorship benefits include public acknowledgement, recognition in our promotional materials, onsite signage and advertisement in the event program, and your logo and links on our website.

The Peace Institute is the go-to homicide response agency in the state, and the Mother's Day Walk is our signature event. In May 2018, thousands of people from across the region and diverse backgrounds will walk together toward the goal of dignity and compassion for all. As a sponsor, you will help us bring this vision to life.

I invite you to review the sponsorship materials and decide which sponsorship level works for you. Thank you for being a valued partner in peacemaking.

**Yours in Peace and Prayer,**

Clementina Chéry  
President and CEO  
Louis D. Brown Peace Institute

*Dignity and Compassion for All*



Questions? Contact Anthony Thomas  
617-825-1917 email: [Anthony@ldbpeaceinstitute.org](mailto:Anthony@ldbpeaceinstitute.org)  
15 Christopher St. | Dorchester, MA 02122 | [www.ldbpeaceinstitute.org](http://www.ldbpeaceinstitute.org)

[www.mothersdaywalk4peace.org](http://www.mothersdaywalk4peace.org)



## Sponsorship Opportunities

- ☐ **Peace Leader: \$50,000**
- Logo on the Peace Leader banner displayed on the stage at the Opening and Closing ceremonies
  - Recognition from the podium during the Opening and Closing ceremonies
  - Ad in Walk Guide, distributed to all walkers and as a special supplement in the *Dorchester Reporter*
  - Logo and link placed on the "Peace Partners" page of the Peace Institute website for the duration of 2018
  - Logo and link will be placed on the "Sponsors" page of the event website for the duration of 2018
  - Recognition in event promotion and advertisement
- ☐ **Peace Maker: \$25,000**
- Logo displayed on the Peace Maker banner displayed prominently at the Walk
  - Ad in Walk Guide, distributed to all walkers and as a special supplement in the *Dorchester Reporter*
  - Logo and link placed on the "Peace Partners" page of the Peace Institute website for the duration of 2018
  - Logo and link will be placed on the "Sponsors" page of the event website for the duration of 2018
  - Recognition in event promotion and advertisement
- ☐ **Peace Seeker: \$10,000**
- Logo displayed on the Peace Seeker banner displayed prominently at the Walk
  - Logo in the Walk Guide, distributed to all walkers and as a special supplement in the *Dorchester Reporter*
  - Logo will be placed on the "Sponsors" page of the event website for the duration of 2018
- ☐ **Peace Builder: \$5,000**
- Name displayed on the Peace Builder banner displayed prominently at the Walk
  - Name listed in the Walk Guide, distributed to all walkers and as a special supplement in the *Dorchester Reporter*
  - Name will be listed on the "Sponsors" page of the event website for the duration of 2018
- ☐ **Peace Advocate: \$2,500**
- Name listed in the Walk Guide, distributed to all walkers and as a special supplement in the *Dorchester Reporter*

Name (as it should appear in print): \_\_\_\_\_

Mailing address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact email: \_\_\_\_\_

☐ Payment is enclosed

☐ Please send me an invoice

**Payment is due by January 15, 2018 to receive recognition on print materials, by April 20, 2018 to receive recognition in the Walk guide. Please make checks payable to Louis D. Brown Peace Institute and send to: 15 Christopher St., Dorchester, MA 02122 or donate online at [www.mothersdaywalk4peace.org](http://www.mothersdaywalk4peace.org)**