



[2018 Event PSA Video: Click here](#)

Page 1

Will you join us this summer as we go OVER THE EDGE in support of community?

We will rappel 24 stories from the top of one of the tallest buildings in the State of New Hampshire because:

- We believe in the power of community!
- We believe in the strength of collaboration!
- We are fearless!

The following pages describe the event:

Page 2 – About the Event

Page 3 – For VIP's

Page 4 – For Sponsors

Page 5 – For the Media

Page 6 – For Rappelers

To learn more and provide support, please visit us on-line at:

<https://app.mobilecause.com/vf/edge2018>

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 – mapfelberg@unitedwaynashua.org



Above: Nashua School Nurse Robin Abodeely goes Over the Edge to support the "Greater Nashua Dental Connection"

Below: The spectacular 24 Story Brady-Sullivan Tower in Manchester... the site of "LIVE UNITED Over the Edge 2018"





[2018 Event PSA Video: Click here](#)

Page 2

About our event – what makes it unique?

Would you rappel 24 stories because you believe in a cause? This summer, over 20 local non-profits are joining forces to go OVER THE EDGE in support of our community! In June, 140 individuals will be rappelling down the Brady Sullivan Tower at 1000 Elm Street in Manchester. These individuals are taking up this challenge because they believe in the strength of teamwork. They are committed to improving our community! Their supporters include friends, family, colleagues... even random strangers simply wanting to support their cause. In 2017, this event included only 70 participants and 10 teams... and raised OVER \$140K for the community. Imagine how amazing our event will be in 2018!

In 2018, the following non-profits have joined forces to make a difference (there are still a few spots available, if your non-profit is interested!):

- The Youth Council – Supporting at risk teens and their families
- Gateways Community Services – Providing supports for individuals with disabilities and their caregivers
- Family Promise of Greater Nashua, Inc. at Anne Marie House – Combatting homelessness through transitional housing for whole families
- The Adult Learning Center – Giving educational opportunities to youth and adults to break out of the cycle of poverty
- Granite United Way – Mobilizing the caring power of our communities to LIVE UNITED
- Bridges Sexual and Domestic Violence – Helping victims of sexual and domestic violence through counseling and protective housing
- Greater Nashua Dental Connection – Creating access to quality dental care for our low-income neighbors
- The Caregivers – Delivering food and social supports for low income, homebound elderly
- United Way of Greater Nashua – Fighting for health, education, and economic mobility of residents of the 11 communities of Greater Nashua
- Great American Downtown – Supporting downtown resiliency through expanded community gardens
- Greater Nashua Mental Health – Supporting the behavioral health needs in our community
- Girls Inc. NH – Creating the bold, smart, strong, and beautiful young women of tomorrow
- Nashua Soup Kitchen and Shelter – Feeding and sheltering our most vulnerable
- Revive Recovery – Helping those with substance use disorder to find pathways to recovery
- Greater Nashua Habitat for Humanity – Housing our residents, one home at a time
- Big Brothers Big Sisters of NH – Creating positive life experiences for our youth through mentoring
- Marguerite's Place – Transitional housing for single moms that leads to self sufficiency

We are currently finalizing our 2018 roster of participating non-profits.

This collaborative approach, brought to you by United Way, sends the powerful message that partnerships are critical to make lasting change. **Please support one of the individuals and their non-profit this summer by contributing to LIVE UNITED OVER THE EDGE.**

To learn more and provide support, please visit us on-line at: <https://app.mobilecause.com/vf/edge2018>

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 – mapfelberg@unitedwaynashua.org

For VIP's

We have reserved just 10 exclusive spots for VIP's on Day One of the LIVE UNITED OVER THE EDGE, June 28th, 2018. You can support this amazing event by going Over the Edge of the Brady Sullivan Tower. Your rappel is free of charge... but not free of adventure. Our VIP Team is being led, again, by the dynamic duo of Senator Kelly Ayotte and WMUR's Jamie Staton. **They will be joined in 2018 by Governor Chris Sununu!**

This 24 story rappel is the REAL DEAL. VIP's are by invitation only and include politicians, industry leaders, and media personalities, as well as several reserved spots for key sponsors. The ONLY thing we ask of you is that you let your friends, family, colleagues, and constituents know that you are GOING OVER THE EDGE. Your rappel will be in the afternoon of June 28. Are you up to the challenge?



2017 VIP Team prepares for their adventure. Photo includes Mrs. New Hampshire Diana Erickson, Senator Kelly Ayotte, and WMUR's Jamie Staton

Check out the VIP Day coverage by WMUR from our 2017 Event:

www.vimeo.com/237547532

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 – mapfelberg@unitedwaynashua.org



[2018 Event PSA Video: Click here](#)

Page 4

Sponsorship Package 2018

The event “Live United Over the Edge 2018” will be one of the biggest non-profit events of the year! In 2017 the event raised over \$140,000, included 10 different non-profits with 70 participants, included a VIP team led by Kelly Ayotte and Jamie Staton, was featured in the Manchester Union Leader, the front page of the Nashua Telegraph, WMUR’s evening news – not once, but twice, and was featured in New Hampshire Chronicle.... Not to mention hundreds and hundreds of social media posts, reposts, and likes.

- Check out last year’s event on NH CHRONICLE <https://vimeo.com/237547495>

This year, the event will be twice as big! There will be 140 participants, rappelling down the Brady-Sullivan Tower in downtown Manchester, raising over \$300,000 for 23 different non-profits including the United Ways of both Manchester and Nashua... again to be led by our amazing Ayotte/Staton VIP Team, and being joined in 2018 by Governor Chris Sununu. The question is not “would you like to sponsor this event?” ***The question is “How can you pass up the opportunity to sponsor this event?”***

The sponsorships All sponsorship dollars are divided up between the participating non-profits, each of which will spread the word through their social media channels thanking you for your support. There are

- Building Sponsor – we are grateful to again have Brady-Sullivan Properties as our Building Sponsor!
- Naming Sponsors (two available) -- \$15,000 – along with Brady-Sullivan, you will be identified as one of the premier sponsors for the event!
- Landing Zone Sponsors (two available) -- \$5,000 – you will be recognized as a sponsor each time one of the participants comes down to earth!
- Helmet Sponsors (two available) -- \$5,000 – your logo will be featured on a sticker on each participant’s helmet!
- Rope Sponsors (4 available) -- \$2,500 – every time a rappeler comes down on one of the four ropes, you will be recognized... all day long!

All sponsors will be recognized on the event banners, event t-shirts, in event media releases, and in social media postings. Imagine how it will be to have 23 DIFFERENT non-profits acknowledging your support.

Sponsorships are limited and first come, first served. Contact us today:

Mike Apfelberg, United Way of Greater Nashua –
603.864.0202



Will you be on our 2018 Banner???



For The Media

We are excited about having you cover LIVE UNITED OVER THE EDGE before, during, and after the event! We believe that your readers, listeners, and viewers will be keenly interested in your coverage of this unique event. In particular, three aspects of the event are very compelling:

1. The fear factor – the majority of Americans are afraid of heights... but these rappellers are overcoming their fears BECAUSE they believe in community!
2. The uniqueness of the event – we could have done a 5K, a golf tournament, or a dinner auction gala. But that would be BORING! We are ALL-IN for our community, so we are rappelling down 24 stories to demonstrate our commitment.
3. Collaboration – sure, most non-profits do their own fundraising events... but have you EVER heard of 20+ non-profits coming together to partner on a common fundraising event? At United Way, we believe that collaboration is at the root of positive change, and we are demonstrating that belief through our OVER THE EDGE event.

Please contact us about the event and on ways to cover our effort!

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –

mapfelberg@unitedwaynashua.org



[2018 Event PSA Video: Click here](#)

Page 6

For Rappelers

Let's be honest... the fact that you are even reading this demonstrates two things:

1. You are fearless!
2. You believe in the power of community!

Will you join us this summer going OVER THE EDGE? To participate in the event, you will need to choose a non-profit to support and then raise money for the rappel. You will need to raise a minimum of \$1,000 to do the event. You do this by asking friends, family, colleagues, vendors, customers, random strangers... Your rappel will be during the day on Friday, June 29th. You will need to plan on 2 hours that day, which includes training time, gearing up, and your rappel.

Check out our event day 2017 coverage from WMUR:

www.vimeo.com/237547540

The money you raise supports the nonprofit you have chosen to support. Spaces are extremely limited... each non-profit gets only 6 spots in the event. As you can imagine, it's important to sign up early and get going quickly. For more information, please contact either the non-profit you intend to support or:

To learn more, get started as a rappeler, and provide support, please visit us on-line at: <https://app.mobilecause.com/vf/edge2018> If you are interested in joining us, email mapfelberg@unitedwaynashua.org

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –
mapfelberg@unitedwaynashua.org