

# LIVE UNITED

## July 27/28, 2017

# OVER THE EDGE

Event teaser video: <https://youtu.be/n1dbmLI3W4>

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 Rappellers**



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

<https://app.mobilecause.com/vf/edge2017>

**Event contact:**

**Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –  
[mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)**

# LIVE UNITED

## July 27/28, 2017

# OVER EDGE



Event teaser video: <https://youtu.be/n1dbmLI3W4>

Page 2

### About our event – what makes it unique?

**Would you rappel 24 stories because you believe in a cause? This summer, 10 local non-profits are joining forces to go OVER THE EDGE in support of our community!** In July, 72 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.

It is not unusual for a single non-profit to fundraise in support of its own mission. A collaborative, community fundraising effort **IS** unusual. This summer, the following non-profits are joining forces to make a difference:

- 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 – Fighting for health, education and economic mobility throughout Greater Manchester, central NH, and the North Country
- Nashua PAL – Fostering positive and constructive relationships between at risk youth and the police
- 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

This collaborative approach, brought to you by United Way, sends a 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/edge2017>

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 – [mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)

# LIVE UNITED

July 27/28, 2017

# OVER EDGE



Event teaser video: <https://youtu.be/n1dbmLI3W4>

Page 3

## For VIP's

**We have reserved just 10 exclusive spots for VIP's on Day One of the LIVE UNITED OVER THE EDGE, July 27<sup>th</sup>, 2017.** 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. This 24 story rappel is the REAL DEAL. VIP's are by invitation only and include politicos, industry leaders, and media personalities. 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 July 27. Are you up to the challenge?

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

<https://app.mobilecause.com/vf/edge2017>

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –  
[mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)

# LIVE UNITED

## July 27/28, 2017

# over the EDGE



Event teaser video: <https://youtu.be/n1dbmLI3W4>

Page 4

## For Sponsors

**We are sure you can see the sponsorship value in this event!** Sponsors of this high visibility event will receive publicity from not one, not two, but ten different non-profits. *Imagine the power of being recognized by 2 United Way's and 8 other local non-profits!* The media will cover this event extensively, plus you will receive “day of” recognition with your brand on prominent display. There are four sponsorship packages available to choose from:

### **LIVE UNITED SPONSOR (2 available): \$25,000**

- 2 rappel spots on VIP/MEDIA Day
- Logo on digital and print marketing material
- Banner in landing zone day of event
- Logo on event t-shirt sleeve AND back
- Mentions in press releases and social media
- Logo on participant gift bag
- Promotional item in participant gift bag
- Logo and mention on event Facebook page

### **BASE CAMP SPONSOR (1 available): \$15,000**

- 1 rappel spot on VIP/MEDIA Day
- Naming rights to the landing zone
- Logo on digital and print marketing material
- Banner in landing zone day of event
- Logo on event t-shirt back
- Mentions in press releases and social media
- Promotional item in participant gift bag
- Logo and mention on event Facebook page

### **ROPE SPONSOR (2 available): \$5,000**

- “Naming rights” on ropes, announced with every rappel “Now descending on the XYZ rope is John Smith”
- Logo on digital and print marketing material
- Company name on event t-shirt back
- Mentions in press releases and social media
- Promotional item in participant gift bag
- Logo and mention on event Facebook page

### **HELMET SPONSOR (2 available): \$5,000**

- Sticker on participant helmets
- Logo on digital and print marketing material
- Banner in landing zone day of event
- Company name on event t-shirt back
- Mentions in press releases and social media
- Promotional item in participant gift bag
- Logo and mention on event Facebook page

Your sponsorship will go into a shared sponsorship pool which will be shared among all of the participating partner non-profits for greatest impact!

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –  
[mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)

# LIVE UNITED

July 27/28, 2017

# OVER EDGE

A small silhouette of a person rappelling down a vertical line, positioned to the right of the 'OVER EDGE' text.

Event teaser video: <https://youtu.be/n1dbmLI3W4>

Page 5

## 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 10 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](mailto:mapfelberg@unitedwaynashua.org)

# LIVE UNITED

July 27/28, 2017

# OVER EDGE



Event teaser video: <https://youtu.be/n1dbmLI3W4>

Page 6

## For Rappellers

**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 \$1,500 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, July 28<sup>th</sup>. You will need to plan on 2 hours that day, which includes training time, gearing up, and your rappel.

The money you raise supports the non profit you have chosen to support. Spaces are extremely limited... each non-profit gets only 7 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 rappeller, and provide support, please visit us on-line at:  
<https://app.mobilecause.com/vf/edge2017>

Event contact:

Mike Apfelberg, United Way of Greater Nashua – 603.864.0202 –  
[mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)