



05.14.2023

27TH ANNUAL

MOTHER'S DAY WALK FOR PEACE

Cultivating Cycles of Peace

Sponsorship Packet

The Louis D. Brown Peace Institute 27th Annual Mother's Day Walk for Peace

On May 14, 2023, over ten thousand people who exemplify the beautiful diversity of our state from across the region will walk together to honor loved ones impacted by murder and to support The Louis D. Brown Peace Institute (LDBPI). Cultivating Cycles of Peace is the theme of this year's Annual Mother's Day Walk for Peace (MDW4P) because replacing cycles of violence with cycles of peace is a quest that requires nurturing by us all. We invite you to join us as a sponsor.

Examples of our past sponsors include **Governor Maura Healy, Attorney General Andrea Campbell, Mayor Michelle Wu, Beth Israel Lahey, Boston Medical Center, Brigham/MGH, NBC 10 Boston, The Dorchester Reporter, The Boston Globe, The Boston Celtics, The New England Patriots Foundation, The Martin W. Richard Charitable Foundation, Arbella Insurance Foundation, Eastern Bank Charitable Foundation, The Boston Foundation** and many others.

These public officials, corporations, and institutions have demonstrated their values and their commitment to peaceful communities by supporting The Louis D. Brown Peace Institute on Mother's Day. Your sponsorship will demonstrate that you, too, value and are committed to the communities that you serve.





About The Louis D. Brown Peace Institute

During Christmas week 1993, Chaplain Clementina Chéry's fifteen- year-old son, Louis, a brilliant student and peacemaker, was murdered in the crossfire of a shootout. In the aftermath of this tragedy, she was without any support or information to guide her.

To honor Louis' legacy and to ensure that no other loved one would be left alone after the tragedy of homicide, Chaplain Chéry co-founded the Louis D. Brown Peace Institute.

The tragedy of homicide continues. In Massachusetts, there were 88 confirmed homicides in 2022. In Boston alone, there were 45. For every homicide victim, there are at least 10 immediate family members directly impacted by that murder. These survivors are dealing with the emotional, physical and financial stress of losing a loved one to a traumatic death, such as murder.

The mission of the Louis D. Brown Peace Institute is to serve as a Center of Healing, Teaching and Learning for families and communities impacted by murder, trauma, grief and loss. In the three decades since its founding, the LDBPI has become an internationally recognized multi-service agency serving thousands annually. Our philosophies and our work are embraced, emulated, and honored nation-wide by our collaborators in law enforcement, professional societies, faith communities and academia.

Guided by the Seven Principles of Peace: **Love, Unity, Faith, Hope, Courage, Justice and Forgiveness**, we believe all families impacted by murder deserve to be treated with dignity and compassion, regardless of the circumstances, and we aspire to create and sustain an environment where all families can live in peace and all people are valued.



**LOUIS D. BROWN
PEACE INSTITUTE**

Center of Healing, Teaching and Learning



The 27th Annual Mother's Day Walk for Peace -Opportunities for Sponsorship

We rely on the MDW4P to generate the majority of the funds needed annually to continue this critical work. Our goal for this year's MDW4P is **\$600,000**, including sponsorships from organizations like yours. Major corporations and institutions that sponsor the event walk proudly alongside the thousands of individuals and teams who honor murdered loved ones and pledge their financial support to communities impacted by murder, trauma, grief and loss.

The Annual Mother's Day Walk for Peace is a high visibility event that draws significant media attention every year and The MDW4P is The LDBPI's most important fundraiser of the year. There are sponsorship opportunities at several levels, from **\$5000 to \$50,000**. Each level offers distinctive benefits.

Join us, align your brand and your mission with ours. This Mother's Day, demonstrate your commitment to the community by becoming a partner with us. Together we will cultivate cycles of peace. Thank you!

Early Bird Special: Commit to your sponsorship by 3/13/2023 and your name or logo will be featured on the 27th Walk t-shirt!



Sponsorship Levels

PeaceVestor \$50K

- **Benefits Below +**
- A 2023 Lunch and Learn or presentation with Chaplain Clementina Chéry at your location or event
- MDW4P registration, t-shirts for up to 50 participants

Champion for Peace \$25K

- **Benefits Below +**
- Name/logo on Peace Partners page of LDBPI website for 2023
- Invitation to speak at the 23rd Annual Survivors of Homicide Victims Awareness Month (Nov 20-Dec 20) Opening Ceremony
- A 2023 tour of the LDBPI for up to 25 participants including a Meet and Greet with our staff
- MDW4P registration and t-shirts for up to 25 participants



Sponsorship Levels Continued...

Peace Partner \$20K

- **Benefits Below +**
- A seat on the stage during the opening MDW4P festivities
- Logo/name placed on a mile marker along the walk route
- Opportunity to create a 30 second promotional video or audio recording that will be shared on social media and promotional emails 13.3k email recipients; 6k+ social media followers
- MDW4P registration and t-shirts for up to 20 participants

Peace Advocate \$15K

- **Benefits Below +**
- Name prominently displayed on main banner at the MDW4P
- MDW4P registration for up to 15 participants



Sponsorship Levels Continued ...

Peace Supporter \$10K

- **Benefits Below +**
- Clickable logo or name in promotional materials for all major 2023 events
 - Peace B-QUE - Annual Community Celebration/BBQ
 - Survivors of Homicide Victims Awareness Month Opening Ceremony
- MDW4P registration for up to 10 participants

Peace Ally \$5K

- Your organization featured with a clickable logo in the 27th Annual MDW4P social media and email campaign that reaches an audience of over 19k+ and press recognition
 - Clickable logo in 2023 newsletters (13k+ reach)
 - Clickable logo on Sponsors page of event website
 - Special mention in 2023 Gratitude Report
- Recognition by Chaplain Chéry from the stage at Opening Ceremony on Mother's Day
- MDW4P registration for up to five participants





Commit Your Sponsorship to Cycles of Peace Now!

Key Dates for Recognition Opportunities

For t-shirts: March 13, 2023

Banners and mile markers: April 30, 2023

Call or email for more information

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SPONSOR THE 27TH ANNUAL MOTHER'S DAY WALK FOR PEACE RETURN SLIP

Name (as it should appear in print): _____

Mailing Address: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Sponsor Level: _____ Payment Enclosed Amount \$: _____

Learn More and Be Inspired by Our Media

Visit Our Annual Mother's Day Walk for Peace [website](#)

Visit The Louis D. Brown Peace Institute [website](#)

Find more resources and promotional [materials](#)

Discover through Media:

General LDBPI informational [video](#)

Why I Walk [video](#)

A moment with the Celtics: [Jaylen Brown](#)

26th Annual Mother's Day Walk for Peace [Virtual](#)

