



05.12.2024

28<sup>TH</sup> ANNUAL

# MOTHER'S DAY WALK FOR PEACE

Cultivating Cycles of Peace



Sponsorship and Branding Opportunities



# The Louis D. Brown Peace Institute

## 28th Annual Mother's Day Walk for Peace

Since its founding in 1996, **The Mother's Day Walk for Peace** has hosted over 500,000 families in the spirit of healing and community. Located in the heart of **Dorchester**, Boston's largest neighborhood, it is now a signature event in the city.

This May, thousands of diverse families from across our state and region will walk together to honor loved ones impacted by murder, and to support the programs of **The Louis D. Brown Peace Institute**.

This year's theme is **Cultivating Cycles of Peace**. Taking place in **Boston**, the epicenter of the country's **9th largest media market**, we invite you to join us as a sponsor.



# Past Sponsors




Stanley N. Griffith and  
Ann E. Schauffler

Josie Greene and  
Glenn Asch

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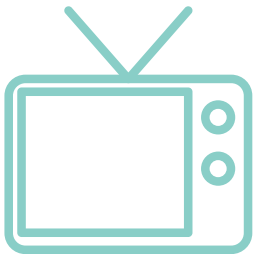
Previous supporters include Governor Maura Healy, Attorney General Andrea Campbell, Mayor Michelle Wu, Beth Israel Lahey, Boston Medical Center, Brigham/MGH, NBC 10 Boston, The Dorchester Reporter, The Boston Globe, The Boston Celtics, The New England Patriots Foundation, The Martin W. Richard Charitable 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.

# Media Impressions

According to Nielsen, the Boston (Manchester) Designated Market Area ranks 9th in the United States, with a TV Household population of **2,424,240**, an average income **\$70,455**, and a median income **\$69,585**.

Total impressions measured across New England's leading and local media, including NBC10/NECN, The Boston Globe, GBH News, CBS News, FOX 25, The Boston Herald, WBZ News, WHDH 7 News, WJMN JAM 94.5FM, The Dorchester Reporter, and Spark FM Radio.



## 138,722,000+

TOTAL TV + DIGITAL



## 356,600+

TOTAL PRINT



## 14.6k+

ON EMAIL



## 60k+

ON SOCIAL MEDIA



## 272k+

ADS IMPRESSIONS

# About The Louis D. Brown Peace Institute

During the week of Christmas in 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



A photograph of Ja'Whaun Bentley, a New England Patriots Linebacker, speaking at a podium. He is wearing a black baseball cap with a white 'B' logo and a black Nike sweatshirt. He has a beard and is looking to his right. The background shows a white tent and trees. A microphone is in front of him. To the right, there are blue and white balloons.

**“Having communities come together like this to come up with solutions, helps me gain more knowledge... with more knowledge, you can take action.”**

**Ja'Whaun Bentley**  
New England Patriots Linebacker

## The 28th Annual Mother's Day Walk for Peace

### *Opportunities for Sponsorship*

The MDW4P generates the majority of the funds needed annually to continue our 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 families and teams who honor their 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 our most important fundraiser of the year. There are sponsorship opportunities at several levels, from **\$10,000 to \$50,000**. Each level offers distinctive benefits.

Join us, align your brand and 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!





# Sponsorship Levels

## PeaceVestor \$50K

- **Benefits Below +**
- A 2024 Lunch and Learn or presentation with Chaplain Clementina Chéry at your location or event

## Champion for Peace \$25K

- **Benefits Below +**
- Name/logo on Peace Partners page of LDBPI website for 2024
- A 2024 tour of the LDBPI for up to 25 participants including a Meet and Greet with our staff
- 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 (14.6k email recipients; 6k+ social media followers)
- MDW4P registration for up to 20 participants





# Sponsorship Levels Continued...

## Peace Advocate \$15K

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

## Peace Supporter \$10K

- **Benefits Below +**
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P





## Commit Your Sponsorship to Cycles of Peace Now!

### Key Dates for Recognition Opportunities

Banners and mile markers: February 9, 2024

Call or email for more information

**Alexandra Chery-Dorrelus**

617.825.1917

Alexandra@LDBpeaceInstitute.org

Louis D. Brown Peace Institute

15 Christopher Street

Dorchester, MA 02122

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

[www.MothersDayWalk4Peace.org](http://www.MothersDayWalk4Peace.org)

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### SPONSOR THE 28TH 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](#)

Find more resources and promotional materials

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

[Our Homicide Response Toolkit](#)

### Discover through Media:

LDBPI's informational [video](#)

Why I Walk [video](#)

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

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

Need help with registration? [Registration Tutorial](#)

