



05.08.2022

26th ANNUAL MOTHER'S DAY WALK FOR PEACE

“Building Together for Generation Peace”

2022 SPONSORSHIP PACKET



ON MAY 8, 2022,

we have our largest fundraising initiative, the 26th Annual Mother's Day Walk for Peace, aiming to raise \$600,000 to support an equitable homicide response in the state of Massachusetts. This is a unique opportunity for families impacted by murder, trauma, grief, loss and the entire community to come together, remember our loved ones and embrace the healing power of unity. The Annual Walk is a beloved Boston tradition and celebration of our potential to create more peaceful communities.

Last year in the United States, approximately 27,500 people were murdered. For every homicide victim, there are at least 10 immediate family members directly impacted by that death. It is safe to say that this year there are at least 275,000 new survivors of homicide victims dealing with the emotional, physical and financial stress of losing a loved one to a traumatic death, such as murder. This is not including extended family members, classmates/colleagues, teachers/students, entire communities. Nor does this number include families who are impacted by a loved one committing a murder.

The Annual Mother's Day Walk for Peace started in 1996 by Chaplain Clementina Chéry so mothers of murdered children could receive support and love from their neighbors. Twenty-six years later, the Mother's Day Walk for Peace continues to be a powerful way to honor our loved ones who have been murdered and embrace partners, like you, in peacemaking.

The Walk is organized by the Louis D. Brown Peace Institute, a center of Healing, Teaching and Learning for families and communities impacted by murder, trauma, grief and loss.

Become a sponsor and be recognized alongside incredible names including, Arbella Insurance Foundation, Eastern Bank Charitable Foundation, Galen Gibson Scholarship Trust, Josie Green and Glenn Asch, MA Coalition to Prevent Gun Violence, The Martin Richard Foundation, Rick and Gitte Shea and UMass Boston (25th Annual Walk Sponsors).

For any questions, please contact Elizabeth@ldbpeaceinstitute.org





SPONSORSHIP LEVELS

Peace Champion \$25K

- **Benefits Below +**
- Name/logo on Peace Partners page of LDBPI website for 2022
- Invitation to attend or speak at all large events in 2022

Peace Partner \$20K

- **Benefits Below +**
- Invitation to participate in the LDBPI lecture series
- Logo/name placed on promotional postcards mailed to over 8,000 households
- Option to create a 1-minute video or audio recording that will be used for event promo

Peace Advocate \$15K

- **Benefits Below +**
- Name prominently displayed on main banner during in-person event
- If commit to sponsor before 3/1/22, name or logo will be put on 26th Walk t-shirt
- Logo or name in all promotional material for the event (email reaching 12K+ recipients, mail reaching 13,000 and save the date)

SPONSORSHIP LEVELS CONTINUED ...



Peace Supporter \$10K

- **Benefits Below +**
- Name recognition in press releases and any post Walk news articles that we publish
- Logo and/or name on all 26th Annual Mother's Day Walk for Peace PSAs
- Logo or name in all promotional material for all major 2022 events



Peace Ally \$5K

- Promotion in social media and email (>12K+ E recipients; 5-8K SM reach)
- Name in summer newsletter (12K+ reach)
- Logo on Sponsors page of event website
- logo in all 2022 promo materials

MORE THAN 10,000 PARTICIPANTS

We are proud to have individuals, families and teams from over 200 religious organizations, businesses, hospitals, schools and nonprofits across the nation. We also have some of Massachusetts' most influential leaders walk with us and join our Walk Committee. Through our media coverage, marketing materials, and participation of our Walk sponsors, we reach thousands in the region and nation.

Ready to become a sponsor?!

Please fill out [this form](#) and you will be contacted by the LDBPI's Development department
OR

Return the bottom of this packet with your check to:

Louis D. Brown Peace Institute

Attn: Elizabeth Plume

15 Christopher St.

Dorchester, MA 02122

Important deadlines for recognition:

March 1, 2022 to receive recognition on print materials.

April 30 ,2022 to receive recognition on digital materials.

SPONSOR THE 26TH 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 \$: _____