

OTE 2020 PSA VIDEO

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

We will be rappelling 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

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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"

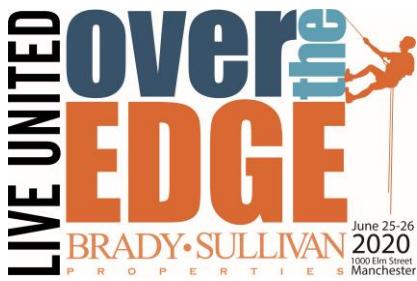


To learn more and provide support, please visit us on-line at:

<http://www.tinyurl.com/ote2020>

Event contact:

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



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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, 120+ 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. 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. In 2018, they raised over \$181K. Imagine how amazing our event will be in 2019!

In 2019, the following non-profits joined forces to make a difference (there are now spots available for 2020, 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
- Greater Nashua Dental Connection – Creating access to quality dental care for our low-income neighbors
- United Way of Greater Nashua – Fighting for health, education, and economic mobility of residents of the 11 communities of Greater Nashua
- Girls Inc. NH – Creating the bold, smart, strong, and beautiful young women of tomorrow
- Greater Nashua Habitat for Humanity – Housing our residents, one home at a time
- Marguerite's Place – Transitional housing for single moms that leads to self sufficiency
- International Soccer Club – Bringing quality soccer programming to low income youth
- Daniel Webster Council of Boy Scouts of America – Developing the young leaders of tomorrow
- The Nashua Senior Activity Center – Supporting vibrancy and enhancing lives for our seniors
- Southern New Hampshire Health and The Elliot Hospital – Promoting innovative approaches to mental health
- Home Health and Hospice Care – Helping people in their homes and at the end of life
- New Futures – Advocating for a stronger Granite State
- Salvation Army of Greater Nashua – Feeding and clothing our community's most at risk
- Positive Street Art – Supporting the arts as a positive force for change in our community
- Rotary Club of Nashua West – Promoting service above self
- Children's Dyslexia Center of Nashua – Supporting children who have been diagnosed dyslexic

We are currently finalizing our 2020 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: <http://tinyurl.com/OTE2020>

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For VIP's

We have reserved just 10 exclusive spots for VIP's on Day One of the LIVE UNITED OVER THE EDGE, June 25th, 2020. 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 in the past has included Kelly Ayotte, Governor Sununu, Representatives Annie Kuster and Chris Pappas, Sir Stirling from the Nashua Silver Knights, WMUR's Erin Fehlau and Jamie Staton, and Randy Pierce from Vision Quest 2020. This 24-story rappel is the REAL DEAL. VIP's are by invitation only and include politicos, 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 to help promote the event. Your rappel will be in the afternoon of June 25. Are you up to the challenge?

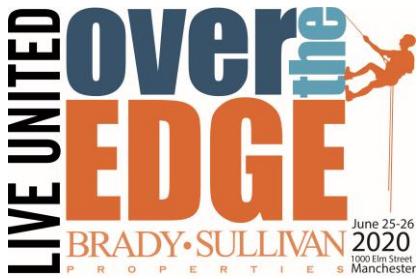
Check out the VIP Day coverage by WMUR from our 2017 Event:
www.vimeo.com/237547532

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



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Sponsorship Package 2020

The event "Live United Over the Edge 2020" 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. 2018 was even bigger and by 2019 we had over 20 nonprofits involved raising almost \$200K!!!

➤ Check out our 2019 event on NH CHRONICLE <https://youtu.be/7vbW8DdgvXs>

This year, the event will be even bigger! There will be 120+ participants, rappelling down the Brady-Sullivan Tower in downtown Manchester, raising over \$200,000 for 20+ different non-profits including the United Ways of both Manchester and Nashua... again to be led by an amazing VIP Team. 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?"***

All sponsorships are promoted by the 20+ nonprofits which participate in the event! Become a:

- Building Sponsor – we are grateful to again have Brady-Sullivan Properties as our Building Sponsor!
- Naming Sponsors (two available) -- \$7,500 – along with Brady-Sullivan, you will be identified as one of the premier sponsors for the event! **ONLY ONE LEFT! We already have Boston Billiards Club & Casino.**
- Landing Zone Sponsors (two available) -- \$2,500 – you will be recognized as a sponsor each time one of the participants comes down to earth! **ONLY ONE LEFT! We already have AkaVie on board!**
- Helmet Sponsors (two available) -- \$2,500 – your logo will be featured on a sticker on each participant's helmet! **ONLY ONE LEFT! We already have Bar Harbor Bank on board!**
- Rope Sponsors (4 available) -- \$1,500 – every time a rappeler comes down on one of the four ropes, you will be recognized... all day long! **ONLY 3 LEFT! We already have Optiline Enterprises on board!**

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. Each sponsorship includes 1 spot on the VIP TEAM!

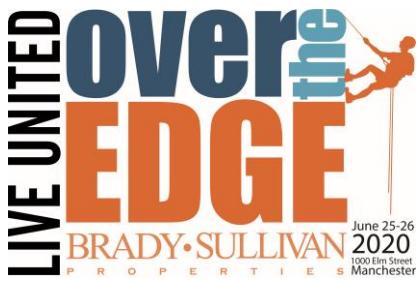
Sponsorships are limited and first come, first served.

Contact us today:

Mike Apfelberg, United Way of Greater Nashua –
603.864.0202



Will you be on our 2019 Banner???



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For The Media

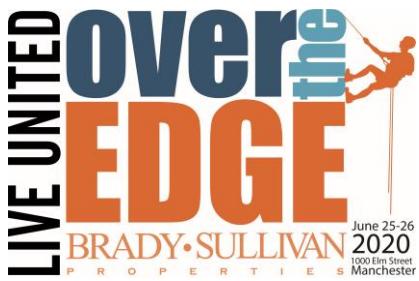
We are excited about having you cover LIVE UNITED OVER THE EDGE before, during, and after the event! We believe that your readers, listeners, and viewers will be keenly interested in your coverage of this unique event. In particular, three aspects of the event are very compelling:

1. The fear factor – the majority of Americans are afraid of heights... but these rappelers 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!

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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 \$1,000 to participate in the event. You do this by asking friends, family, colleagues, vendors, customers, random strangers... Your rappel will be during the day on Friday, June 26th. 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/edge2020>

If you are interested in joining us, email mapfelberg@unitedwaynashua.org

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