



# *breaking walls*

*artists & ambassadors today & tomorrow*



## **Corporate Event Sponsorship Proposal**



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# MAKE A DIFFERENCE

## . . . & have *fun* doing it.

### IT'S A WIN-WIN.

Sponsoring a *breaking walls* event provides you the opportunity to connect with the New York Metropolitan community, build brand awareness and show your company's support for an important cause: youth empowerment through the arts at home and globally!!

Each event will reach a different key audience, providing a fun, entertaining and engaging way for you to “wow” clients, vendors and employees.

Know that you and your company are making a difference by supporting our *breaking walls* artists as ambassadors as you enjoy an unforgettable evening.

### WE'LL FIND THE RIGHT FIT.

\* Want to show your employees and investors your dedication to our community and the larger world? Consider a *breaking walls* **CONCERT-CONNECT** sponsorship.

\* More in the mood for an intimate networking opportunity? Looking for a one-of-a-kind experience to make a great impression? Learn more about sponsoring a *breaking walls* **CULTURAL CONNECT** event.

\* If you want to be part of an inspiring, one-on-one event. A *breaking walls* **YOUTH-CONNECT** sponsorship is right for you. Associate your name or your company name with international youth empowerment through the arts, and receive long-term recognition.



# WHO WE ARE

**breaking walls**, a non-profit, international creative writing and performance initiative, empowers youth to discover their voice, and offers them a platform on which to use it. **breaking walls** engages and supports young people as they become creative artists and empathetic leaders of tomorrow who actively advance personal transformation and sustainable social change.

**breaking walls** 2014 Cape Town artists & ambassadors



Brooklyn, NY

Bethlehem, Palestine

Berlin, Germany

Cape Town, South Africa

At **breaking walls** our artists are our writer-performers, and our ambassadors are youth facilitators who were once artists themselves. Each **breaking walls** artist and ambassador is a part of a forum where young voices are creatively represented and nurtured on the path to leadership, social and business entrepreneurship. **breaking walls** envisions a peaceful world without discrimination cultivated by our artists and ambassadors who imagine and inspire change.



# WHAT WE DO



**breaking walls** artist & ambassador - Mohammad Abu Srour in Bethlehem, Palestine

“Living in a refugee camp like Aida Camp is not easy. Even though the camp is small and crowded, and every day you are fearful, I feel I have a responsibility to my family, my people and myself to create a better future. Before **breaking walls**, I felt like a bird living in a cage, like an outcast and a loser. Now I am strong in contrast to the weakness of the situation in the camp. I have my goals that I want to achieve.

“Being a **breaking walls** artist with the kids from Brooklyn in 2010 made me feel that I wasn’t alone. No matter if you are black or white, what language you speak, or which area you live in—WE are all humans and share the same interests and problems with few differences.

“I learned a lot from being a **breaking walls** 2012 Berlin ambassador. It is very important to find yourself—to discover what you are capable of doing, being a leader, and to look for the beauty in everything; then, you will be a person who truly knows himself.

“ In **breaking walls** 2014 Cape Town I came away feeling that being a part of the breaking walls as a Palestinian means teaching the new artists respect and stop them from making wrong decisions in life that could have a bad impact on their future life. That fighting solves nothing. My mission is to let the peace in my heart reach out to every single man and woman on this planet.”



# WHY WE DO IT



The more young men and women are involved in homegrown solutions, the greater the effect will be on not only their lives but in their communities. It will enhance their ability to give back as positive role models, change-maker, business leaders, and educators. Whatever future career they embark on, the artists and ambassadors will be an asset to their communities. ***breaking walls***, lay the foundation for creating responsible young citizens who in turn will spread their positive initiative to other young men and women around the world.

***breaking walls*** 2015 will happen in Barcelona, Spain from July 21 through July 31.

# HOW WE DO IT

We began working with youth in Brooklyn and then Bethlehem. Since our 2012 initiative in Berlin, we have become an inclusive, global, creative enterprise pairing kids struggling with social unrest, intolerance and peer pressure. **breaking walls** is proud that our 2014 partner was the Rainbow Dreams Trust youth in Cape Town, South Africa. Over ten-days we guided 12 Cape Town youth to build a creative community with our 15 artists and ambassadors from Brooklyn, Bethlehem and Berlin through writing about issues of isolation, self-esteem, and the legacy of apartheid.



**breaking walls** 2015 Barcelona will bring together 26 artists and 7 ambassadors from Brooklyn, Bethlehem, Berlin, Cape Town and Barcelona to write and perform around issues of economic disparity, high youth unemployment, low self-esteem, and how to shape a peaceful world without discrimination.



# \*CONCERT- CONNECT

A celebration of young talent, great music and our *breaking walls* mission, CONCERT-CONNECT is our *breaking walls* 2015 Barcelona premiere fundraising event.

## ABOUT THE EVENT

This premiere event is an ideal networking opportunity with a sophisticated, audience of expert social media gurus, socially conscious business entrepreneurial collegiate and millennials who appreciate your commitment to our community.



## CONCERT-CONNECT SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor \$20,000

#### *Benefits:*

- Prominent sponsor recognition on all event-related marketing and promotional collateral: save the date, invitations, flyers, e-mails and posters;
- listing on all at-event signage and in the event program recognition and link from the event page on the *breaking walls* web site;
- 20 tickets to the main event.

#### *Unique Benefits:*

- Company name mentioned in all media advertising: print, online and radio (see attached media reach);
- Sponsor advertisement in event program;
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials.

### Supporting Sponsor \$5,000

#### *Benefits:*

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters;
- listing on select at-event signage and in the event program;
- recognition and link from the event page on the *breaking walls* web site
- 10 tickets to the main event.

CONCERT-CONNECT also provides the Presenting Sponsor the exclusive opportunity to reward clients and employees with a VIP experience and to showcase a product or service during the event, developing new customer prospects.

# \* CULTURAL-CONNECT

CULTURAL-CONNECT is a creative concoction blending wine, tapas and cool surroundings.



## ABOUT THE EVENT

For one night visit one of Manhattan's renowned international cuisine watering holes try some of the best wines and Tapas around! Area American, Arabic, German, South African and Spanish restaurants and bartenders serve up a taste of their countries to complement great music and food. Mix and mingle with young professionals, theater artists and our *breaking walls* Board of Directors.

## CULTURAL-CONNECT SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor \$10,000

#### Benefits:

- Prominent sponsor recognition on all event-related marketing and promotional collateral: postcard, flyers, e-mails and posters;
- Sponsor listing on all at-event signage and event hand-out;
- Sponsor recognition and link from the event page on the *breaking walls* web site;
- 20 tickets to the event.

#### Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach).

### Supporting Sponsor \$5,000

#### Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: postcard, flyers, e-mails and posters;
- Sponsor listing on select at-event signage;
- Sponsor recognition and link from the event page on the *breaking walls* web site;
- 15 tickets to the event.

A *breaking walls* CULTURAL-CONNECT sponsorship instantly puts your company in front of an audience of local young professionals who enjoy having a good time and supporting their local community. Here's an opportunity to equate your brand with "fun." Sponsorship packages come with tickets for giveaways, to thank vendors and key stakeholders or to show employees your company's dedication to youth empowerment in your community and globally.

# YOUTH- CONNECT

A distinctive, one-on-one experience with **breaking walls** artists and ambassadors from Brooklyn, Bethlehem, Berlin, Cape Town and Barcelona! The more young men and women are involved homegrown solutions, the greater their effect will be on their own lives and their communities – enhancing their abilities to give back as positive role models and change-makers as educators, lawyers, law enforcement officers, diplomats, community leaders and business entrepreneurs, and parents.

Your company or you as an individual may sponsor one artist/ambassador or an entire delegation. NOTE: Our **breaking walls** delegations consist of:

Berlin- 3 ambassadors

Bethlehem- 2 artists & 2 ambassadors

Brooklyn- 4 artists & 3 ambassadors

Cape Town- 4 artists



## YOUTH-CONNECT SPONSORSHIP OPPORTUNITY \$2,500

### *Exclusive Benefits:*

- Sponsor recognition in **breaking walls** 2015 Barcelona performance program and Newsletter emailed to 1,400 **breaking walls** friends and supporters;
- Sponsor recognition on the **breaking walls** web site;
- Invitation to our **breaking walls** 2015 Barcelona culminating performance in Barcelona;
- Opportunity to meet the Brooklyn artist or ambassador in person and your Berlin, Bethlehem or Cape Town artist or ambassador via Skype at our pre-Barcelona lunch;
- \* Opportunity to stay connected to your artist or ambassador as they share their **breaking walls** experiences in Barcelona -- three video updates;
- Opportunity to reconnect with your Brooklyn artist or ambassador in person and your Berlin, Bethlehem or Cape Town artists via Skype at our post-Barcelona dinner.

A **breaking walls** YOUTH-CONNECT sponsorship shows your serious investment in youth and the arts and your support of local young men and women who make our/their community and region an interesting, lively, empathetic, economically stable place to live and work.

**breaking walls** YOUTH-CONNECT sponsors receive recognition and exposure for the duration of the initiative and beyond and the opportunity to mentor a young man or woman coming-of-age in chaos and conflict.





# MEDIA REACH

Each ***breaking walls*** sponsorship opportunity provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship.\*

\*Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high quality color and black-and-white logo to ***breaking walls*** with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.

	CONCERT- CONNECT	CULTURAL- CONNECT	YOUTH- CONNECT
Emails	At least 4 (list size approximately 1,400)	At least 2 (list size approximately 1,400)	N/A
Social Media	<b><i>breaking walls</i></b> web site, Facebook, Twitter, Instagram, YouTube	<b><i>breaking walls</i></b> web site, Facebook, Twitter, Instagram, YouTube	<b><i>breaking walls</i></b> web site, Facebook, Twitter, Instagram, YouTube
Postcards	SAVE THE DATE approximately 500 sent	N/A	N/A
Event Signage	Banners, digital displays, VIP signage	Large-scale posters, materials in gift bags	Large-scale posters, digital displays

# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Fran Tarr, Director of **breaking walls** at [breakingwallspro@gmail.com](mailto:breakingwallspro@gmail.com) or 2 Horatio, #7C, NY, NY 10014. Please contact Fran with any questions.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact E-mail Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP PACKAGES:

### CONCERT-CONNECT

\_\_\_\_\_ \$20,000

Presenting Sponsor

\_\_\_\_\_ \$5,000

Supporting Sponsor

### CULTURAL-CONNECT

\_\_\_\_\_ \$10,000

Presenting Sponsor

\_\_\_\_\_ \$5,000

Supporting Sponsor

### YOUTH-CONNECT

\_\_\_\_\_ \$2,500

## PAYMENT INFORMATION:

\_\_\_\_\_ Please send me an invoice

\_\_\_\_\_ I have enclosed a check made payable to **breaking walls**

Please charge my credit card

Card Type: Visa / MC / AmEx

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CID

\_\_\_\_\_  
Signature

Thank you for your generous support of **breaking walls**!

**breaking walls** is a 501(c)(3) public charity; all donations are tax-deductible to the extent permitted by law.