



**You and Your Organization are Part of the Wilmington Community;  
Be a Part of Free Movement Conference and Black Man Running**

This is your opportunity to share in the mission, impact, and success of *Free Movement Conference 2018 for Social and Racial Justice* by becoming a sponsor. Free Movement Conference 2018, which convenes in Wilmington, North Carolina from March 23-25, offers a diverse selection of cash, media, and in-kind sponsorship properties and levels. The event will include the third annual Black Man Running 5K, and offers your organization the opportunity to associate itself with the power of the arts, and with envisioning a community that values health, inclusiveness, and racial justice.

The **Free Movement Conference** (<http://freemovementproject.org/>) is an annual event that asks people from across the South who believe in creating healthier and safer communities to come together to make change. More than 500 attendees participated in our inaugural conference in 2016. This year, attendees have the opportunity to spend three days interacting with people committed to building community in our city and in our region. Don't miss the opportunity to be part of the movement.

We anticipate 500 participants for the Free Movement Conference 2018. With eight social justice

tracks (youth organizing, culture of health, harm free reduction) encompassing over 36 workshops and trainings lead by local and national leaders, Free Movement will help answer a host of important questions. How can our community's youth use the power of media to tell our community stories and to share solutions for pressing challenges? What are some of the strategies being used in Wilmington, and across the region, to address the opioid crisis? How can community and media outlets work together to create stronger communication ecologies? How can the power of the arts be used to address pressing community challenges? How do we build a culture of health and inclusion that brings people together?

The third annual **Black Man Running 5K** (BMR-3) is a 3.1-mile run and walk promoting healthy lifestyles and supporting social and racial justice, which will take place on Saturday, March 24, from 6:00 to 7:30 PM. Preceded by a series of community events, BMR-3 will also be inclusive and open to people of all backgrounds.

Why run and walk together? By coming together to exercise, we enhance each other's wellness while crossing lines of race, gender, class, culture and faith-- in fellowship, solidarity and conversation. We gain the energy, courage and momentum to inspire change. By supporting BMR-3, your organization helps build healthier lifestyles and creates more social, and therefore more sustainable, social movements.

A little about our history: The Free Movement Project evolved out of the first Black Man Running 5K in 2015. Black Man Running started as a public run addressing issues of race, public space, safety and democracy and served as a community assembly and local performance. Its primary focus, however, was the racial profiling of African American men. These men lacked the ability to move freely in our country without some form of harassment or interaction influenced by stereotypes. But after the event the BMR vision expanded as the diverse participants discussed the many ways other Americans lack "Free Movement."

**SOCIAL JUSTICE + RUNNING = FREE MOVEMENT**

BMR and Free Movement have received exposure on the acclaimed “The State of Things” program with Frank Stacio on North Carolina Public Radio. Founder Rend Smith gave a TedxUNC talk in January 2017 at the UNC School of Social Work in Chapel Hill. We had exposure in many broadcast and print media outlets.

Marketing efforts will build on organic efforts that include fifty to sixty volunteers spreading the news about Free Movement Conference 2018 along with direct communication through our email list, website, and social media. We will distribute posters and 4000 postcards locally and use some paid outreach staff. Paid and sponsored media will include Facebook ads, \$40,000 in Google Word Ads, and placements in local media.

# FREE MOVEMENT



## Sponsorship Properties & Levels

### **Presenting Sponsor of the Free Movement Conference and Black Man Running 5K**

Presenting Sponsorship of both the Conference and the Run offers maximum exposure

Fee: \$4000

Sponsor Receives:

- Title of events would be “Free Movement Conference, Presented by [sponsor]” and “Black Man Running 5K, Presented by [sponsor]”
- First Position Name and Logo on Starting Line Banner and Free Movement Conference signage
- Exclusive
- First position Name and logo on 500 T-Shirts
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Logo on slideshows
- Logo with link on homepage of both websites
- First position logo or name in any advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- Announcements
- Exhibit table at the conference
- Comped conference registration for 5 persons
- Comped conference and race registration for 10 persons
- Conference and race registration discounts for up to 50 additional persons

## **Presenting Sponsor of Free Movement Conference**

Fee: \$2500

Sponsor Receives:

- Title of event would be “Free Movement Conference, Presented by [sponsor]”
- Signage at event
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- Secondary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Comped conference and race registration for 5 persons
- Conference and race registration discounts for up to 10 additional persons

## **Presenting Sponsor of Black Man Running 5K**

Fee: \$2000

Sponsor Receives:

- Title of event would be “Black Man Running, Presented by [sponsor]”
- Signage at event
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts

- Logo with link on website
- Secondary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Comped conference and race registration for 5 persons
- Conference and race registration discounts for up to 10 additional persons

### **Additional Free Movement Conference and Black Man Running Presenting Sponsorships**

#### **Presenting Sponsor of Free Movement Conference Saturday Luncheon**

Fee: \$2400 NB: This sponsorship can also be rendered in whole or in-part as in-kind. Partial sponsorship may also be an option.

Sponsor Receives:

- Title of event would be “Free Movement Conference Luncheon, Presented by [sponsor]”
- Signage at event
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- Secondary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Comped conference and race registration for 5 persons
- Conference and race registration discounts for up to 10 additional persons

## **Presenting Sponsor of Community Stage**

Community Stage activities will include local artists

Fee: \$1000

Sponsor Receives:

- Name of stage would be “[sponsor’s name] Community Stage”
- Signage at event
- Name and logo on playbill (if produced)
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- Secondary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Race and comped race registration for 5 persons
- Race and conference registration discounts for up to 10 additional persons

## **Presenting Sponsor of Friday Evening Community Party**

Fee: \$1000 OR in-kind supplying of venue and food

Sponsor Receives:

- Name of stage would be “[sponsor’s name] Community Stage”
- Signage at event
- Secondary Position Name and Logo on Starting Line Banner
- Can be Exclusive

- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- Secondary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Race and comped race registration for 5 persons
- Race and conference registration discounts for up to 10 additional persons

### **Presenting Sponsor of Pre-Race Parade and Parade & Puppet Workshop**

The Parade will lead participants and viewers to the starting line of the BMR 5K

Fee: \$750

Sponsor Receives:

- Title of event would be “Black Man Running Parade, Presented by [sponsor]
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- announcements
- Exhibit table at the conference
- Tertiary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads
- Comped conference & race registration for 5 persons
- Conference and race registration discounts for up to 10 additional persons



## **Presenting Sponsor of Volunteer and Sponsor Appreciation Mixer on March 21**

Fee: \$1000

Sponsor Receives:

- Title of event would be “Free Movement Project Thursday Night Welcome, presented by [sponsor]
- Secondary Position Name and Logo on Starting Line Banner
- Exclusive
- Secondary position Name and logo on T-Shirts
- Logo with link on website
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Tertiary position logo or name in any forthcoming advertising print, broadcast, or social, which includes 2000 postcards, posters, and Facebook and Google Ads announcements
- Exhibit table at the conference
- Comped conference and race registration for 5 persons
- Race registration discounts for up to 10 additional persons

### **Additional Sponsorship Levels and Opportunities**

In-Kind and cash sponsors can take advantage of multiple opportunities at varying levels below.

**In-Kind** needs include merchandise, snacks (e.g. granola, trail mix, energy bars), bottled water, media placements, and other items for which race organizers would have to pay otherwise.

**Media sponsorships** will be based on the value of advertising and promotion provided by the sponsor.

**Merchandise sponsorships** can be in-kind or cash. In addition to the level sponsor benefits below, merchandise sponsors can receive logo or name on sponsored merchandise.

## **Gold Sponsors**

Fee: \$750

Available Properties: Free Movement Conference Conference Keynote Speech, Hotel Shuttle, or T-shirts

Sponsor Receives:

- Tertiary Position Name and Logo on Starting Line Banner
- Tertiary position Name and logo on T-Shirts
- Logo with link on website
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Recognition at sponsored property with specifics varying by property
- announcements
- Comped race registration for 5 persons
- Race registration discounts for up to 5 additional persons

## **Silver Sponsors**

Fee: \$500

Available Properties: Water stations, photo station, also Media, In-Kind, Race Prizes

Sponsor Receives:

- Name on T-Shirts
- Logo with link on website
- Recognition at sponsored property with specifics varying by property
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- announcements
- Comped race registration for 5 persons
- Race registration discounts for up to 5 additional persons

## **Sponsor**

Fee: \$250

Available Properties: Media, In-Kind, Race Prizes, Coffee Station

Sponsor Receives:

- Name on T-Shirts
- Logo with link on website
- announcements
- Digital insertion in post-event Virtual Gift Bag and Photo Collection
- Comped race registration for 2 persons
- Race registration discounts for up to 5 additional persons

## **Supporter**

Fee: Less than \$250

Sponsor Receives:

- Logo with link on website
- announcement
- Race registration discounts for up to 5 persons

To Reserve Your Property or Obtain More Information or a Formal Proposal, Contact:

Art Menius

[art@artmenius.com](mailto:art@artmenius.com)

919-675-2787