



**Help Build a Healthy Wilmington Community;  
Be a Part of the Free Movement Conference**

This is your opportunity to share in the mission, impact, and success of *Free Movement Conference 2018* 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 offers your organization the opportunity to associate itself with the power of the arts, and with envisioning a community that values health, inclusiveness, and 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 300 attendees participated in our inaugural conference in 2017. This year, attendees will spend three days interacting with people committed to building community in our city and in our region. The conference will take place at the historic Hannah S. Block Community Arts Center on Second Street.

With eight community building tracks (youth organizing, culture of health, harm free reduction) encompassing more than 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?

### **Free Movement Conference 2018 Schedule**

March 23rd: Opening Ceremony 6pm

March 24th: Workshop sessions from 9-5pm / 6pm Black Man Running 5K run

March 25th: Workshop sessions from 9-5pm

### **Confirmed Speakers as of December 2017:**

- Steven Trasher, keynote speaker, Guardian newspaper/journalist on health issues
- Dwayne Betts, poet, formerly incarcerated/Yale Law Graduate
- Paul VanDeCarr, narrative guru, United Nations
- Tanya Mote, expert in grassroots fundraising
- Paul Wright, executive director, Human Rights Defense Center
- Margo Miller, director, Appalachian Community Fund
- Harm Free Reduction NC Coalition / TBD

The conference tracks will be:

- [Harm Reduction & Drug Policy Reform](#)
- [Journalism & Media Justice in the South](#)
- [Closing the School to Prison Pipeline](#)
- [Narrative Strategies for Southern Organizing](#)
- [Health Justice & Equity](#)
- [The Art of Dissent: Arts Activism & Radical Transformation](#)
- [Grassroots Fundraising: Mobilizing Movement Building Resources](#)
- [Strategies Against Mass Incarceration in the Era of Trump](#)
- [Environmental Justice](#)

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 vision expanded as the diverse participants discussed the many ways other Americans lack “Free Movement.”

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 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 Levels & Opportunities

**Presenting Level** (\$600 to \$2500)

**Gold Level** (\$750)

**Silver Level** (\$500 to \$749)

**Sponsor** (\$250-\$499)

**Supporter** (less than \$250)

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.

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

Fee: \$2500

Sponsor Receives:

- Title of event would be “Free Movement Conference, Presented by [sponsor]”
- Signage at event
- Exclusive
- Name and logo on 250 T-Shirts
- Logo with link on website
- Logo or name in any forthcoming advertising print, broadcast, or social, which includes Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Comped conference registration for 5 persons
- Logo on either front or back cover of program

### **Additional Free Movement Conference Presenting Level Sponsorships**

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

Fee: \$900 OR in-kind supplying of venue and food

Sponsor Receives:

- Name of party would be “[sponsor’s name] Community party”
- Signage at event

- logo on T-Shirts
- Logo with link on website
- announcements
- Exhibit table at the conference
- comped registration for 5 persons
- Logo in program

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

Fee: \$800 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
- 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
- Logo or name in any forthcoming advertising print, broadcast, or social, which includes Facebook and Google Ads
- announcements
- Exhibit table at the conference
- Comped conference registration for 5 persons
- Logo in program

### **Gold Sponsors**

Fee: \$750

Sponsor Receives:

- Name and logo on 250 T-Shirts
- Logo with link on website
- Logo on conference signage
- announcements
- Comped registration for 5 persons
- Exhibit table
- Logo in program
- Logo or name in any forthcoming advertising print, broadcast, or social, which includes Facebook and Google Ads

### **Silver Sponsors**

Fee: \$500

Sponsor Receives:

- Name on 250 T-Shirts
- Logo with link on website
- Recognition at sponsored property with specifics varying by property
- announcements
- Comped registration for 5 persons
- Exhibit table
- Logo in program
- Race registration discounts for up to 5 additional persons

### **Sponsor**

Fee: \$250

Available Properties: Media, In-Kind, Coffee Station

Sponsor Receives:

- Name on 250 T-Shirts
- Logo with link on website
- announcements
- Comped registration for 2 persons
- Exhibit table
- Name in program

### **Supporter**

Fee: Less than \$250

Sponsor Receives:

- Logo with link on website
- Name in program
- announcements

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