

IGNITING CHANGE

Dawn of a New Day



Thursday, March 14, 2024

Dear Community Partner,

I am inviting you to become a sponsor for Igniting Change 2024: Dawn of a New Day, our annual fundraising event for our Atlanta community. Igniting Change 2024 will be held on Thursday, March 14, 2024, at The Stave Room. Approximately 200 guests dressed in their finest cocktail attire are expected to enjoy an evening of delectable dining, lively dancing, and inspiring messages about the work of Gideon's Promise and how we strive to strengthen public defenders and transform public defense.

This occasion is a dedicated time of appreciation to our community of public defenders and their supporters. We will reflect on another year of culture-shifting accomplishments, present the John R. Lewis Lifetime Achievement Award and the Community Impact Award, and gather to support Gideon's Promise and the public defenders who depend on us as they fight for justice.

In 2007, my co-founder Ilham "Illy" Askia and I established Gideon's Promise as a response to a desperate need for mentoring, training, and support to overworked and under-resourced public defender offices in the South. With the backing of many encouraging and generous partners, we forged a network of passionate public defenders to provide the training and support needed to resist a culture of apathy as they fought for justice. We have since blossomed into a national movement of change agents.

Our Igniting Change 2024 event will be special to our Gideon's Promise community as we will celebrate our first non-founder leadership in 17 years. Illy and I will pass the torch on to Gideon's Promise alumna and new Executive Director, Zanele Ngubeni. As a public defender who grew up in Gideon's Promise, Zanele will usher in the next generation of leadership for the organization. I would be delighted to have you help us welcome her into this role.

We invite you to partner with us, celebrate Zanele, and learn more about our work and our community at Igniting Change 2024. Your sponsorship will play a vital role in making the event a success. You may review the enclosed list of sponsorship opportunities and select which option would best suit your interests.

If you have any questions, feel free to contact us at advancement@gideonspromise.org. Thank you for your consideration, and we look forward to working with you to serve and strengthen our public defenders.

Warmest Regards,

Jonathan Rapping
Founder and CEO

Thursday, March 14, 2024



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Join us at our annual fundraising event for an evening of connection, storytelling, and reform. We strive to disrupt mass incarceration and need your partnership to make it happen! Explore sponsorship opportunities below.

\$50,000 PRESENTING LEVEL

- Exclusive event host and naming rights
- Custom VIP experience for 25 guests with honorees and event hosts
- Premium seating for 25 guests
- Special Gift for sponsor and all guests
- Brief greetings to event guests during program
- Handout opportunity for attendees placed at each table
- Visiting opportunity during Summer Institute
- Verbal recognition during event
- Sponsored seating for 10 local law students or GP alumna
- Full-page advertisement in event program
- Presenting sponsor logo recognition on all collateral, including:
 - Printed invitations
 - Igniting Change Event Website
 - Pre and post-event email communication to 12,000+ email subscribers
 - Two social media posts
 - Event program, table cards, sponsor signage, and visual presentation
- Dedicated email message from host to event subscribers

\$25,000 PROMISE LEVEL

- 15 event tickets
- 15 VIP reception tickets
- VIP seating for all guests
- Special gift for sponsor and all guests
- Full-page advertisement in event program
- Acknowledgment in Gideon's Press Newsletter reaching 12,000+ people
- Company link on the event webpage and social media platforms
- Company name/logo on all printed materials

\$15,000 CHAMPION LEVEL

- 10 event tickets
- 10 VIP reception tickets
- VIP seating for all guests
- Special gift for sponsor and all guests
- Full-page advertisement in event program
- Acknowledgment in Gideon's Press Newsletter reaching 12,000+ people
- Company link on event webpage and social media platforms
- Company name/logo on all printed materials

\$10,000 KEEPER LEVEL

- 10 event tickets
- 5 VIP reception tickets
- VIP seating for all guests
- Special gift for sponsor and all guests
- Half-page advertisement in event program
- Acknowledgment in Gideon's Press Newsletter reaching 12,000+ people
- Company link on event webpage and social media platforms
- Company name/logo on all printed materials

\$5,000 PROTECTOR LEVEL

- 5 event tickets
- 5 VIP reception tickets
- VIP seating for all guests
- Special gift for sponsor and all guests
- Half-page advertisement in event program
- Acknowledgment in Gideon's Press Newsletter reaching 12,000+ people
- Company link on event webpage and social media platforms
- Company name/logo on all printed materials

\$2,500 ADVOCATE LEVEL

- 2 event tickets
- 2 VIP reception tickets
- VIP seating for all guests
- Quarter-page advertisement in digital event program
- Acknowledgment in Gideon's Press Newsletter reaching 12,000+ people
- Company link on event webpage and social media platforms
- Company name/logo on all printed materials

IGNITING CHANGE 2024 SPONSORSHIP COMMITMENT FORM



For inclusion in promotional materials, commitment must be received by February 23, 2024

- Presenting Level 50,000
- Promise Level \$25,000
- Champion Level \$15,000

- Keeper Level \$10,000
- Protector Level \$5,000
- Advocate Level \$2,500

ALTERNATIVE SUPPORT

- I/We are unable to sponsor but wish to make a contribution of _____
- Please contact us for Igniting Change ticket purchase instead

CONTACT INFORMATION

Sponsoring Company or Individual Name _____

Contact Name _____ Title _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Address _____

Website _____

Social Media Handles _____

PAYMENT INFORMATION

- Check will be mailed (make checks payable to Gideon's Promise & list sponsor level in memo)
- Please send me an invoice
- Credit Card
 - Visa Mastercard Discover American Express

Name as it appears on credit card _____

Card # _____ Expiration _____ Code _____

101 MARIETTA ST. NW, STE 250, ATLANTA, GA 30303
EMAIL AUTUMN@GIDEONSPROMISE.ORG FOR MORE INFO.