

MARCH ON WASHINGTON SEPT 23-24, 2024

Sponsorship PROPECTUS

The Crime Survivors Speak March on Washington is not just a gathering. This two-day convening is the nation's first-ever mass mobilization of diverse crime survivors who will join together to champion a new approach to safety and justice.

Join us for this one of a kind celebration of resilience and strength.





For more information:

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survivorsspeakdc.org

About Us

OVERVIEW

Alliance for Safety and Justice (ASJ) is a national advocacy organization that aims to replace ineffective criminal justice system policies with what works to keep people safe. We represent diverse crime survivors as well as people living with old records as key public safety stakeholders. ASJ brings our members together with state leaders and coalition partners to win reforms that stop cycles of crime, reduce costly incarceration, and make communities safer. We support a range of "shared safety" reforms, including crime prevention, community health, rehabilitation, economic mobility, and trauma recovery.

BY THE NUMBERS







More than
645K
social media followers

Nearly
2 BILLION
impressions in 2023

IN SEPTEMBER, WE WILL ALSO BE CELEBRATING THE:

40th 30th 20th

ANNIVERSARY OF THE VICTIMS OF CRIME ACT ANNIVERSARY OF THE VIOLENCE AGAINST WOMEN ACT ANNIVERSARY OF THE CRIME VICTIMS RIGHTS ACT

The Crime Survivors Speak March on Washington will host 2,500 crime survivors - many from low-income communities of color - from nearly twenty states.

Your support will help make this historic convening possible.

Survivors Speak Presenting Sponsorship | \$50,000 [limited to 2]

Each \$50,000 contribution sponsors an all-inclusive experience for 25 Crime Survivors for Safety and Justice leaders

Elect 8 benefits from the list below:								
	Opportunity for your leadership and employees to participate in the public events (rally and healing festival)			Opportunity to play video/display image on the video screens at the festival for one company supplied video (60 seconds max) / image that will be played or displayed				
	Ten (10) passes to Champions for Safety and Justice VIP			throughout the festival.				
	Brand recognition displayed across all events (opening reception, rally & healing festival)			Opportunity to distribute your org's merchandise and swag to event attendees and members via swag bags				
	Branded fan for 2500 attendees			Social media highlight post on				
	Prominent logo placement on event branded t-shirts (worn and displayed throughout DC by more			Facebook, Instagram and X during Survivors Speak National Convening				
	than 2,500 attendees)			Logo on Crime Survivors for Safety and Justice and Survivors				
	Acknowledgment in public-facing promotional materials and digital cross-promotion via video, photo, and more, leveraging campaign hashtags and calls to action			Speak website for one year. Recognition in Alliance for Safety and Justice annual report				
	Speaking opportunities at any one (1) of the events: opening reception, rally or healing festival			Future opportunity to elevate your organization/brand as a thought leader on issues of public safety and healing justice through internal or external opinion				
	Early access to the event logo and social media campaign			pieces, blog posts, social media posts etc				
	Branded booth* at the festival to distribute your org's merchandise and swag to event attendees and members via swag bags			* tent & table provided by ASJ - branding and staff to be supplied by your team				
	Branding opportunity on the event broadcast platform			SURVIVORS				

Rally and Healing Festival Sponsorship | \$25,000

Elect 6 benefits from the list below:

Branding opportunity on the event

Each \$25,000 contribution sponsors an all-inclusive experience for 15 Crime Survivors for Safety and Justice leaders

Opportunity for your leadership	☐ Branded booth* at the festival to
and employees to participate in	distribute your org's merchandise
the public events (rally and	and swag to event attendees and
healing festival)	members via swag bags

☐ Five (5) passes to Champions for Safety and Justice VIP	 Opportunity to distribute your org's merchandise and swag to
•	event attendees and members via
☐ Brand recognition displayed	swag bags

across all events (rally & nealing	
festival)	Social media highlight post on
,	Facebook, Instagram and X
Prominent logo placement on	during Survivors Speak National
event branded t-shirts (worn and	Convening

- displayed throughout DC by more than 2,500 attendees)

 Acknowledgment in public-facing

 Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.
 - promotional materials and digital cross-promotion via video, photo, and more, leveraging campaign and Justice annual report hashtags and calls to action
- ☐ Speaking opportunities at any one
 (1) of the events: rally or healing festival
 ☐ Early access to the event logo and social media campaign
 ☐ Future opportunity to elevate your organization/brand as a thought leader on issues of public safety and healing justice through internal or external opinion pieces, blog posts, social media posts etc
 - * tent & table provided by ASJ branding and staff to be supplied by your team

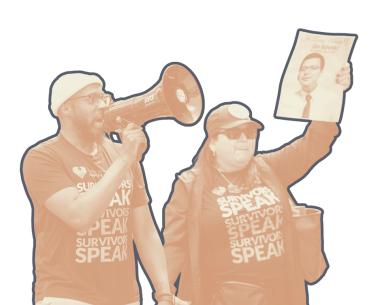


Healing through Action VIP Sponsorship | \$15,000

swag bags

\$15,000 sponsors travel expenses for 20 crime survivors to travel to Washington D.C.

Elect 5 benefits from the list below:						
	Opportunity for your leadership and employees to participate in the public events (rally and healing festival)		Exclusive marquee brand recognition in the VIP area			
			Early access to the event logo and social media campaign			
	Ten (10) passes to Champions for Safety and Justice VIP		Opportunity to distribute your			
	Brand recognition displayed across all events (rally & healing festival)		org's merchandise and swag to event attendees and members via swag bags			
	Acknowledgment in public-facing promotional materials and digital cross-promotion via video, photo,		Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.			
	and more, leveraging campaign hashtags and calls to action		Recognition in Alliance for Safety and Justice annual report			
Road to DC Sponsorship \$5,000 \$5,000 sponsors travel expenses for 10 crime survivors to travel to Washington D.C. All benefits listed below included:						
	Brand recognition displayed across all events (rally & healing festival)		Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.			
	Acknowledgment in public-facing promotional materials		Recognition in Alliance for Safety and Justice annual report			
	Opportunity to distribute your org's merchandise and swag to event attendees and members via		The Armed In the Control of the Cont			



IN-KIND DONATIONS

Survivors Speak welcomes in-kind donations of products and services. We are open to a wide variety of donations. Below is a sample of the types of products or services that are most helpful.

- Health and wellness products and services (vouchers for massage, self-care products e.g., aromatherapy, on-site meditation)
- Food and beverage (donated or discounted lunches and or snack boxes)
- Swag (t-shirts, tote bags)
- Information on free or discounted services (e.g. discounted phone or internet service)





SurvivorsSpeakDC.ORG

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@CSSJustice #SurvivorsMarchOnWashington For more information, contact:

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