

CRIME SURVIVORS FOR SAFETY AND JUSTICE PRESENTS

SURVIVORS SPEAK

MARCH ON WASHINGTON

SEPT 23-24, 2024

Sponsorship PROSPECTUS

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 right to heal and a new approach to safety and justice.

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



CRIME SURVIVORS FOR
SAFETY AND JUSTICE

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



Nearly
500K
members



100+
policy wins



2500
crime survivors hoping
to attend the event

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

SURVIVORS SPEAK 2024 SPONSORSHIP OPPORTUNITIES

The Crime Survivors Speak March on Washington will host thousands of Survivor Leaders - 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)
- ☐ Ten (10) passes to Champions for Safety and Justice Reception
- ☐ Brand recognition displayed across all events (opening reception, rally & healing festival)
- ☐ Branded fan for 2500 attendees
- ☐ Prominent logo placement on event branded t-shirts (worn and displayed throughout DC by more than 2,500 attendees)
- ☐ Acknowledgment in public-facing promotional materials and digital cross-promotion via video, photo, and more, leveraging campaign hashtags and calls to action
- ☐ Speaking opportunities at any one (1) of the events: opening reception, rally or healing festival
- ☐ Early access to the event logo and social media campaign
- ☐ Branded booth* at the festival to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Branding opportunity on the event broadcast platform
- ☐ 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 throughout the festival.
- ☐ Opportunity to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Social media highlight post on Facebook, Instagram and X during Survivors Speak National Convening
- ☐ Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.
- ☐ Recognition in Alliance for Safety and Justice annual report
- ☐ 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



SURVIVORS SPEAK 2024 SPONSORSHIP OPPORTUNITIES

Rally and Healing Festival Sponsorship | \$25,000

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

Elect 6 benefits from the list below:

- ☐ Opportunity for your leadership and employees to participate in the public events (rally and healing festival)
- ☐ Five (5) passes to Champions for Safety and Justice Reception
- ☐ Brand recognition displayed across all events (rally & healing festival)
- ☐ Prominent logo placement on event branded t-shirts (worn and displayed throughout DC by more than 2,500 attendees)
- ☐ Acknowledgment in public-facing promotional materials and digital cross-promotion via video, photo, and more, leveraging campaign 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
- ☐ Branding opportunity on the event broadcast platform
- ☐ Branded booth* at the festival to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Opportunity to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Social media highlight post on Facebook, Instagram and X during Survivors Speak National Convening
- ☐ Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.
- ☐ Recognition in Alliance for Safety and Justice annual report
- ☐ 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

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SURVIVORS SPEAK 2024 SPONSORSHIP OPPORTUNITIES

Healing through Action VIP Sponsorship | \$15,000

\$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)
- ☐ Ten (10) passes to Champions for Safety and Justice Reception
- ☐ Brand recognition displayed across all events (rally & healing festival)
- ☐ Acknowledgment in public-facing promotional materials and digital cross-promotion via video, photo, and more, leveraging campaign hashtags and calls to action
- ☐ Exclusive marquee brand recognition in the VIP area
- ☐ Early access to the event logo and social media campaign
- ☐ Opportunity to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.
- ☐ 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)
- ☐ Acknowledgment in public-facing promotional materials
- ☐ Opportunity to distribute your org's merchandise and swag to event attendees and members via swag bags
- ☐ Logo on Crime Survivors for Safety and Justice and Survivors Speak website for one year.
- ☐ Recognition in Alliance for Safety and Justice annual report



SURVIVORS SPEAK 2024 SPONSORSHIP OPPORTUNITIES

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

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