


THE 2019 ABCD COMMUNITY HEROES CELEBRATION

# ILLUMINATE THE PATH

NOVEMBER 8, 2019



With Audra McDonald *in performance*

Every day, extraordinary volunteers – ABCD’s Community Heroes – share their skills, time and compassion to light the way for Greater Boston’s most vulnerable children, youth, adults, and families. In the darkest times, these heroes are the light that sparks hope. They partner with ABCD to empower those in the grip of poverty with the tools and means to turn a flicker into a flame of promise and success.

They Illuminate the Path to a better future.

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## LOCATION, DATE, AND TIME

**Boston Marriott Copley Place**  
110 Huntington Avenue Boston MA

**Friday, November 8, 2019**  
Social Hour 6:00 pm  
Dinner & Program 7:00 pm

## TICKETS AND CONTACT

To become a sponsor or for more information regarding the event, please contact

**Amelia Aubourg**  
*ABCD Events Manager*  
**617.348.6238**  
**[amelia.aubourg@bostonabcd.org](mailto:amelia.aubourg@bostonabcd.org)**

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# ILLUMINATE THE PATH

SPONSORSHIP INFORMATION

*NOVEMBER 8, 2019*

## PRESENTING SPONSOR: \$50,000

### **Recognition at the Celebration**

- Credit as a Presenting Sponsor on multichannel marketing communications (digital, print, broadcast)
- Prominent placement of your logo on all event signage
- Corporate logo prominently displayed on the Sponsor boards

### **Advertising & Promotion**

- Logo will ride free on all print and digital ads
- Prominent placement of corporate logo and link on the ABCD website, [bostonabcd.org](http://bostonabcd.org), (more than 50,000 page views per year) as well as on the [abcdheroes.org](http://abcdheroes.org) event microsite.
- Twenty dedicated social media posts (Facebook, Twitter, Instagram, LinkedIn) totaling more than 10,000 followers
- Prominent placement of your logo on select Celebration event materials
- Prominent placement on all Celebration email blasts
- Prominent recognition in all media releases

### **Sponsor Services**

- Opportunity to designate a Host Committee member
- Twenty (20) tickets to event with Premiere VIP seating during the program
- Full Page inside cover color ad in Celebration Program Book

## GOLD SPONSOR: \$25,000

### **Recognition at the Celebration**

- Credit as a Gold Sponsor on multichannel marketing communications (digital, print, broadcast)
- Special Recognition from the podium
- Corporate logo displayed on the Sponsor boards

### **Advertising & Promotion**

- Logo will ride free on all print ads
- Prominent placement of corporate logo and link on the ABCD website, [bostonabcd.org](http://bostonabcd.org), (more than 50,000 page views per year) as well as on the [abcdheroes.org](http://abcdheroes.org) event microsite.
- Ten dedicated social media posts (Facebook, Twitter, Instagram, LinkedIn) totaling more than 10,000 followers
- Prominent placement of your logo on select Celebration event materials
- Prominent placement on all Celebration email blasts
- Recognition in all media releases

### **Sponsor Services**

- Fourteen (14) tickets to event with Premiere VIP seating during the program
- Full Page color ad in Celebration Program book

CONTACT US

To become a sponsor or for more information regarding the event, please contact **Amelia Aubourg** at **617.348.6238** or [amelia.aubourg@bostonabcd.org](mailto:amelia.aubourg@bostonabcd.org)

## SILVER SPONSOR: \$10,000

### Recognition at the Celebration

- Special Recognition from the podium
- Corporate logo displayed on the Sponsor boards

### Advertising & Promotion

- Logo will ride free on all print ads
- Prominent placement of corporate logo and link on the ABCD website, [bostonabcd.org](http://bostonabcd.org), (more than 50,000 page views per year) as well as on the [abcdheroes.org](http://abcdheroes.org) event microsite.
- Prominent placement of your logo on select Celebration event materials
- Prominent placement on all Celebration email blasts

### Sponsor Services

- Fourteen (14) tickets to event with Premiere VIP seating during the program
- Full Page B&W ad in Celebration Program book

## BRONZE SPONSOR: \$5,000

### Recognition at the Celebration

- Corporate logo displayed on the Sponsor boards

### Advertising & Promotion

- Prominent placement of corporate logo and link on the ABCD website, [bostonabcd.org](http://bostonabcd.org), (more than 50,000 page views per year) as well as on the [abcdheroes.org](http://abcdheroes.org) event microsite.
- Prominent placement of your logo on select Celebration event materials
- Prominent placement on all Celebration email blasts

### Sponsor Services

- Ten (10) tickets to event with Premiere VIP seating during the program
- Half Page B&W ad in Celebration Program book

## FRIEND: \$3,000

### Recognition at the Celebration

- Listing on Sponsor boards displayed

### Sponsor Services

- Four (4) tickets to event with Premiere VIP seating during the program
- Half Page B&W ad in Celebration Program book

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## ADVERTISEMENT SPECIFICATIONS

### Full Page Ad

\$1,000  
5"w x 8"h

### Half Page Ad

\$750  
5"w x 3.87"h

### Quarter Page Ad

\$400  
2.375"w x 3.87"h



Please submit all advertisements as a PDF, PNG, or JPEG (300 dpi) to: [amelia.aubourg@bostonabcd.org](mailto:amelia.aubourg@bostonabcd.org) or [darren.szeto@bostonabcd.org](mailto:darren.szeto@bostonabcd.org)