



ACTION FOR BOSTON COMMUNITY DEVELOPMENT

COMMUNITY HEROES & CELEBRATION

COLORS OF EXCELLENCE

FRIDAY, NOVEMBER 3, 2023

SPONSORSHIP OPPORTUNITIES

A MESSAGE FROM THE PRESIDENT AND CEO

For more than 60 years, ABCD has empowered our under-resourced neighbors with a broad range of programs, resources, and tools to overcome severe economic and social barriers.

Through a remarkable board and staff, we provide critical assistance in times of crisis – food, housing and other essentials – and we create access to opportunity and a path to a better life. From the early childhood education gold standard program of Head Start, to youth development programs that teach financial literacy and leadership skills, to career training that opens doors to a variety of professions, we help people get from where they are to where they want to be.



We invite you to become a sponsor at the always-inspiring Community Heroes Celebration where we honor people who selflessly give their time and talents to make life easier and more promising for individuals, families, and communities.

To learn more about the 2023 ABCD Community Heroes Celebration, please visit abcdheroes.org. Watch the video of last year's event on the homepage to get a sense of the fun, festive, and fabulous evening that's in store, and make a decision that will improve lives: become a sponsor!

With thanks,

Sharon Scott-Chandler, Esq.
ABCD President and CEO



ABOUT THE EVENT

The ABCD Community Heroes Celebration is an annual event that honors people who quietly and consistently do whatever it takes to help others in need. Going above and beyond in their jobs, volunteer work and neighborhood, our heroes are committed to being of service, believing that when one of us thrives, we all thrive.

The event brings together all facets of our community because we believe in that true power comes from collaboration, compassion, and community.



WHEN

FRIDAY, NOV. 3, 2023

6 PM • Social Hour

7 PM • Dinner & Program

WHERE

**BOSTON MARRIOTT
COPLEY PLACE**

110 Huntington Avenue
Boston, MA

SPONSORSHIPS & TICKETS

- **Platinum Sponsor** \$50,000
- **Gold Sponsor** \$25,000
- **Silver Sponsor** \$10,000
- **Bronze Sponsor** \$5,000
- **Friend Sponsor** \$3,000
- **Individual ticket** \$300

Details available on
the next page.

CHAIR, DINNER COMMITTEE

Ronald M. Druker
President
The Druker Company, Ltd.

BECOME A SPONSOR

Become a sponsor for Boston's most vibrant event!

PERKS BY LEVEL:	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000	FRIEND \$3,000
RECOGNITION IN EVENT PROGRAM	✓	✓	✓	✓	✓
WEBSITE RECOGNITION bostonabcd.org and abcdheroes.org	✓	✓	✓	✓	
RECOGNITION IN OUTREACH MATERIALS	✓	✓	✓		
PRESS recognition in all media releases	✓	✓			
ADVERTISEMENTS logo will ride free on all print and digital ads	✓	✓			
LOGO ON STEP & REPEAT WALL	✓	✓			
DEDICATED SOCIAL MEDIA POSTS Facebook, Twitter, Instagram, LinkedIn totaling over 16,000 followers	✓	✓			
EVENT SIGNAGE	All signage	Sponsor boards	Sponsor boards	Sponsor boards	Sponsor boards
TICKETS	20	14	14	10	5
EVENT PROGRAM BOOK AD	Full page ad and priority placement	Full page	Full page	Full page	Half page
EXCLUSIVE PERKS	Dedicated remarks page on abcdheroes.org Prominent logo display Special recognition from the podium				

OTHER WAYS TO LEND SUPPORT

RECEPTION PACKAGE \$20,000 (only one available)
RECOGNITION IN EVENT PROGRAM
WEBSITE RECOGNITION bostonabcd.org and abcdheroes.org
RECOGNITION IN OUTREACH MATERIALS
ADVERTISEMENTS logo will ride free on all print and digital ads
EVENT SIGNAGE: Sponsor boards
10 TICKETS
EVENT PROGRAM BOOK AD Full page
EXCLUSIVE PERKS Naming opportunity (i.e. "123 VIP Reception") Custom cocktail napkins Branded tables

Associate your name / brand with the social hour reception, the entertainment headliner, sponsor food or wine, or underwrite the audiovisual program and receive exclusive naming rights to showcase your brand during the gala.

CUSTOMIZED SPONSORSHIPS

We also offer customizable sponsorship packages. Please contact us if you would like to customize additional benefits to enhance your partnership including branded activation at the event, promotional items, sponsor beer & wine or hors d'oeuvres during social hour, and more!

PROGRAM BOOK AD SPECIFCATIONS

Full-Page Ad \$1,000
5"w x 8"h

Half-Page Ad \$750
5"w x 3.87"h

Please submit all advertisements by **October 20th** as a PDF, PNG, or JPEG to events@bostonabcd.org.



CONTACT

For more information about becoming a sponsor, contact the ABCD Events Team at events@bostonabcd.org, or call **617.620.6949**.

WHAT YOUR SUPPORT MEANS

For more than 60 years, ABCD — Action for Boston Community Development — has been on the frontlines battling the causes and effects of poverty. ABCD provides services and innovative programs that empower individuals, families, and communities in Greater Boston to live with dignity and achieve their full potential. The help and support of many committed individuals and collaborating organizations have made it possible for ABCD to persevere in impacting more than 100,000 under-resourced residents every year.

CONTACT

For more information, contact:

events@bostonabcd.org, call **617.620.6949**, or visit abcdheroes.org

ABCD is a 501 (c)(3) non-profit organization

All proceeds will be used to support Action for Boston Community Development's programs, which offer guidance, education, and help with day-to-day survival needs – stabilizing families and helping them become independent. Please complete the sponsor form and make the check payable to ABCD, a 501 (c)(3) organization, Tax ID 04-2304133.



WATCH FOR UPDATES

Be the first to know as details come together for the 2023 ABCD Community Heroes Celebration! Keep an eye on abcdheroes.org and ABCD social media.



WE HOPE
TO SEE YOU
AT THE GALA

abcdheroes.org