



abcd ACTION FOR BOSTON
COMMUNITY DEVELOPMENT

Sponsorship = Impact.

60 years in the making for us.
A once in a lifetime opportunity for you.

abcdheroes.org

* As of July 2022

ABCD'S 60TH ANNIVERSARY

Diamond Jubilee

**An exclusive
opportunity for you**



**ABCD Community Heroes Celebration
Omni Boston Hotel at the Seaport
November 18, 2022**

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More to come

Stay tuned for more details. Visit abcdheroes.org

Contact

For more information about becoming a sponsor, contact ABCD Events Manager Liz McCarthy at elizabeth.mccarthy@bostonabcd.org, or call 617.620.6949.



Support us in empowering communities.

Action for Boston Community Development has been serving Boston and Greater Boston communities since 1962. Here are just a few highlights:



1962

ABCD is incorporated to provide urban “human renewal” with a \$1.9 million grant from the Ford Foundation and funding from the Permanent Charity Fund (now The Boston Foundation)



1964

Congress passes the Economic Opportunity Act (EOA) that creates the War on Poverty; ABCD is designated Boston’s antipoverty agency.



1965

Nation’s first community health center is established by ABCD and Tufts University at the Columbia Point Housing Development.

A message from the President and CEO



For 60 years, ABCD has provided under-resourced people in the community with a broad range of programs, resources, and tools to overcome severe economic and social barriers. And to thrive.

The past two years have been especially difficult, of course. The coronavirus pandemic hit the neighbors we serve especially hard, and we expanded our outreach to meet the demand of so many families in need of essentials: food, help with rent, access to technology, and so forth.

ABCD could not do our work without dedicated volunteers and partners; that is no exaggeration. **We invite you to become a sponsor** at this year's Community Heroes Celebration. Philanthropic support allows ABCD to fulfill its mission, support individuals and families in need and empower them to reach their highest potential. **As an ABCD Community Heroes Celebration sponsor, you will lead the way!**

To learn more about the 2022 ABCD Community Heroes Celebration, visit abcdheroes.org. This will be our first celebration since 2019! Watch the video of that event on the homepage to get a sense of the fun, festive, and fabulous evening that's in store for you and about five hundred guests!

A handwritten signature in black ink that reads "Sharon Scott-Chandler".

Sharon Scott-Chandler, Esq.

ABCD President & CEO



1969

ABCD holds first Community Awards Dinner. Dr. Paul Ylvisaker, former Ford Foundation officer in charge of the "Gray Areas" project that started ABCD, is keynote speaker.

1973

ABCD and three other community action programs file a successful class action lawsuit to prevent President Nixon from abolishing the Office of Economic Opportunity and destroying the community action network.

...and so much more!

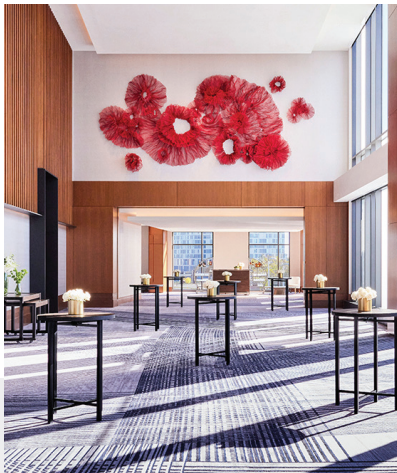
Spanning over 6 decades, there are many additional highlights in ABCD's history.

About the gala.

ABCD – Action for Boston Community Development – is celebrating its 60th anniversary and hosting its signature gala to support families striving for a better life. On **Friday, November 18, 2022**, *more than 500* of Boston's most prominent leaders, corporate partners, ABCD supporters, donors, public officials and community members will join together to honor ABCD's 2022 heroes. These role models have served their neighbors selflessly during unprecedented times.

A special tribute: John J. Drew

The 60th anniversary gala will feature a tribute to John Drew, former president and CEO, who recently retired after 51 years of service with ABCD.



When

NOVEMBER 18, 2022

6 PM | Social Hour

7 PM | Dinner & Program

Where

**OMNI BOSTON HOTEL
AT THE SEAPORT**

450 Summer Street,
5th Floor
Boston, MA 02210

Sponsorships

Sponsorship packages
are available. See
page 8 for details.

Individual ticket \$300

The gala has featured high profile guests including:



Spike Lee

American film director, producer, screenwriter, actor



Leslie Odom, Jr.

Award-winning Broadway actor and singer



Natalie Cole

Legendary singer, songwriter, and actress



Mary Wilson

Timeless singer and founding member of The Supremes



Audra McDonald

Tony®, Grammy® & Emmy® Award-winning entertainer



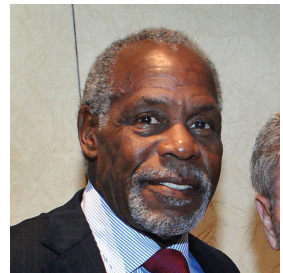
En Vogue

American R&B / pop vocal group



The Roots

American hip hop band and house band on NBC's The Tonight Show starring Jimmy Fallon



Danny Glover

Actor & humanitarian

...and more!

WHAT YOUR SUPPORT MEANS TO US:

For over 60 years, ABCD has been on the front lines battling the effects of poverty. ABCD provides basic services and innovative programs that empower individuals, families, and communities in Boston to live with dignity and achieve their full potential. The help and support of many committed individuals and collaborating institutions have made it possible for ABCD to persevere in serving more than 100,000 under-resourced residents every year.



Become a sponsor

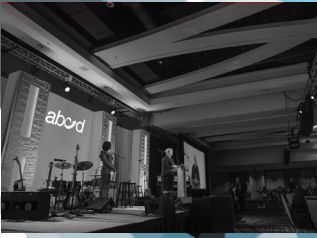
sponsorship opportunities



Perks by Tier:

	diamond package \$ 60,000 <i>only one available!</i>	ruby package \$ 25,000	emerald package \$ 10,000	sapphire package \$ 5,000
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 15,000 followers	●	●		
EVENT SIGNAGE	All signage	Sponsor boards	Sponsor boards	Sponsor boards
TICKETS	20	14	14	10
EVENT PROGRAM BOOK	Full page inside- cover color ad	Full page color ad	Full page b&w ad	Half page b&w ad
EXCLUSIVE PERKS	Speech opportunity from the podium <hr/> Exclusive gobo during social hour <hr/> Welcome letter in sponsorship kit	Special recognition from the podium		

An evening to celebrate our community heroes and ABCD's 60th anniversary



your sponsorship can change lives.

Diamonds are formed under intense heat and pressure to become one of the most resilient substances on earth. Likewise, ABCD and its heroes have persevered, taken the heat, and exemplified grace under pressure to deliver life changing services and programs to individuals and communities across Boston and the state.

Philanthropic support allows ABCD to fulfill its mission, support individuals and families in need and empower them to reach their highest potential. **As an ABCD Community Heroes Celebration sponsor, you will lead the way!**

contact

For more information about becoming a sponsor, contact ABCD Events Manager **Liz McCarthy** at elizabeth.mccarthy@bostonabcd.org, or call **617.620.6949**.

advertisement specs



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 **November 4** as a PDF, PNG, or JPEG to the **ABCD Communications Team** at promo@bostonabcd.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.

A La Carte Sponsorship / Underwriting Opportunities

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

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
TICKETS	10
EVENT PROGRAM BOOK	Full page b&w ad
EXCLUSIVE PERKS	Naming opportunity (i.e. ABC Company VIP Reception) Custom cocktail napkins Branded high top tables

Customized Sponsorships

We also offer customizable sponsorship packages. Please contact us if you would like to customize added benefits to **enhance your partnership** to include branded activation on-site, branded promotional items, sponsor beer & wine or hors d'oeuvres during social hour, and more!

Contact Us

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1/ Heroes

Epitomizing grace under pressure

We've got a remarkable lineup for this year's ABCD Community Heroes Celebration. Stay tuned for more details.



2/ Entertainment

Electrifying excitement

Dance in your seat or on the dancefloor. Either way, you'll be moved!



3/ Keynote speaker

Brilliant inspiration

This year promises a keynote speaker who leads and inspires. Details to be dropped soon!





More details to come.

Thank you for your consideration. We look forward
to seeing you at the ABCD Community Heroes
Celebration on November 18th!

ABCD Events Manager
elizabeth.mccarthy@bostonabcd.org

ABCD Communications Team
promo@bostonabcd.org

ABCD COMMUNITY HEROES CELEBRATION 2022 | abcdheroes.org