<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>WHAT + WHY</td>
</tr>
<tr>
<td>4</td>
<td>HOW IT WORKS</td>
</tr>
<tr>
<td>5</td>
<td>BRANDING</td>
</tr>
<tr>
<td>7</td>
<td>SPONSOR OPPORTUNITIES</td>
</tr>
<tr>
<td>8</td>
<td>BROUGHT TO YOU BY</td>
</tr>
</tbody>
</table>

**March United for Public Schools**

OCT 13 · 2019

[www.marchunited.org](http://www.marchunited.org)
WHAT EXACTLY IS MARCH UNITED FOR PUBLIC SCHOOLS?

It’s a celebration of New York City public schools and a fundraising march. Individuals and teams representing schools, corporations, and citizens of the five boroughs will raise vital funds to support United Way of New York City and their education initiatives helping students and their families living in our most-challenged communities.

The Future Festival at the end of the march will feature performers from public schools including bands, acapella groups, cheerleaders, dancers and more! Politicians and key education advocates will be invited to address the crowd. The Festival will allow brands direct interaction with participants.

WHY HAVE MARCH UNITED FOR PUBLIC SCHOOLS?

Every student in NYC deserves access to a quality education. March United for Public Schools will rally students, teachers, families, corporations, government, non-profits, and New Yorkers to raise awareness, let our voices be heard, and become advocates for our city’s underserved students. As a sponsor, you are investing in NYC children and helping provide a future filled with success.

www.marchunited.org
**FUNDRAISING**

Build your walk team and fundraise to support NYC children and families! Everyone registered will have the opportunity to customize their own online fundraising profile — making it simple to engage friends, family and co-workers to support your team! Proceeds from March United for Public Schools benefit United Way of New York City (UWNYC) and their education initiatives supporting students, and their families, living in our city’s most-challenged neighborhoods shift from barely surviving to thriving.

**THE GOAL**

We have set out to raise $1.5 million in 2018, with a 30% increase annually thereafter. With your help, we know we can achieve this!

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**THE VIP BREAKFAST**

An awards breakfast will be held honoring NYC public school teachers prior to the walk with sponsors naming and presenting awards. All attending the breakfast have the honor to be the first to walk or they may return to join their groups at the starting line. A celebrity host will emcee. Media will be in attendance.

**THE FUTURE FESTIVAL**

At the end of the route will be a festival featuring a 100 foot long tent filled with multimedia creations from NYC student photographers, visual artists and young filmmakers, as well as a main stage for the program - brief speeches by education advocates, politicians and famous public school alumni. Join the fun with a live DJ, pop up shops, food trucks and other carnival themed activities.

**HONORARY COMMITTEE**

Notable names are being sought to lend their support to this event – this will include politicians, celebrities, CEOs, and other NYC famous faces.

**CORPORATE TEAMS**

Corporate teams are invited to join and show their support for public education. A team consists of 10 or more people walking under one banner raising critical funds and marching alongside individuals and school teams. We encourage corporate teams to wear matching t-shirts, carry banners and display mobile branding acknowledging the company’s participation as they walk along the route.

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**NYC HOUSEHOLDS LACK ENOUGH INCOME TO COVER NECESSITIES**

83% OF THESE FAMILIES HAVE AT LEAST ONE WORKING ADULT

---

**2 IN 5**

NYC HOUSEHOLDS LACK ENOUGH INCOME TO COVER NECESSITIES

83% OF THESE FAMILIES HAVE AT LEAST ONE WORKING ADULT

---

**130,000**

SCHOOL CHILDREN LIVE IN PUBLIC HOUSING

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www.marchunited.org
BRAND PARTNERS

Corporate partners are being recruited with interactive and experiential marketing opportunities available. This money underwrites all costs surrounding this event. All sponsorship fees go directly to the United Way of New York City and is a 501c3 contribution.

BRAND OPPORTUNITIES

Direct participant engagement pre event to include social media and email marketing, city wide “wheat posters”, as well as in-school / PTA communications; Live event experiential opportunities to include: VIP breakfast, City Hall Park participant check in, along walk route and at the K-12 kids festival. Tens of thousands expected.

As a sponsor of March United for Public Schools, there will be a multitude of opportunities to display your brand. Professionally designed and produced opportunities will make sure your message is delivered clearly, and effectively, to all those in attendance.

- Outdoor Advertising: Banners, Giant LED screens, Flags, Displays
- Mobile Brand Ambassadors: Staff displaying your brand, actively moving through the crowds
- Food Truck or Food Station Sponsor: Satellite locations where those in attendance can purchase food and beverages displaying your brand.
- Activity Sponsor: Your brand displayed at an activity such as inflatable bounce house or photobooth
- Team + Volunteer Apparel: Sponsor teams with imprinted shirts displaying your brand
- Station Sponsorship: Zero Waste stations, charging stations, or Restroom stations
- Inspiration Point - 100 foot long multimedia art tent

148,215
NEW YORK CITY STUDENTS WERE HOMELESS IN 2017

Outside Advertising
Light Pole Banners
Mobile Brand Ambassadors
Flags and Displays

www.marchunited.org
BRANDING

Activities: Photo Booths
Inflatables
Vehicle Displays
Mascot Inflatables
Vehicle Wrapping
Activity Sponsor
Food Station Sponsor
Zero Waste Stations
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Perks</th>
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| **PS 250** Presenting Sponsor  **$250,000** | - Inclusion in all marketing and promotional materials as Empowered by… United Way of New York City and Presented by Your Company  
- Brand featured in dedicated email to all walkers  
- Ability to name top teacher award and presented by a C-suite executive from Your Company  
- On stage branding at both breakfast and festival as well as a scripted shout out from host to attending guests  
- 2 full page spread in event commemorative program  
- C-Suite executive seated at breakfast with celebrity host and the ability to have 24 people attend breakfast  
- Inclusion in Public Service Announcement  
- PSA presentation from main stage on outdoor monitors + shout out from celebrity host to festival attendees - C-suite executive to speak from main stage  
- Brand ambassadors at check in, along route and at festival – sampling  
- Sponsored graffiti chalk art drawing along route (Optional)  
- Branded trash & recycling bins throughout event (Optional)  
- Branded wrapped porta-johns (Optional)  
- Customized festival presence including experiential activity engaging participants and socially promoting |
| **PS 75** Sponsor  **$75,000** | - Inclusion in all marketing and promotional materials  
- Brand featured in dedicated email to all walkers  
- Ability to name teacher award and presented by an executive from {your company name}  
- C-suite executive seated at breakfast with celebrity guest – up to 16 people attend breakfast  
- Full page in event commemorative program  
- Brand ambassadors at check in, along route and at festival – sampling opportunities  
- Sponsored graffiti chalk art drawing along route  
- Customized festival presence including experiential activity engaging participants and with social promotions  
- Choose One to Sponsor: Opening ceremony stage, Main stage with large LED screens, Inspiration Point multimedia art center, Food Court, Pop-up shop retail zone |
| **PS 25** Sponsor  **$25,000** | - Inclusion in all marketing and promotional materials  
- Brand featured in dedicated email to all walkers  
- Ability to have 8 people attend breakfast  
- Brand ambassadors at festival – sampling opportunities  
- 20x10 space with interactive build out  
- Customized festival presence including experiential activity engaging participants and with social promotions  
- Branded photo booth |

* Donation plus activation build out
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP PERKS</th>
<th>ALL SPONSORS HAVE THE OPPORTUNITY TO PURCHASE LIGHT POLE BANNERS AT COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHEERLEADERS</td>
<td></td>
<td>• Cheerleaders is for national brands that would like to engage with the attending walkers and be part of the festival</td>
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<tr>
<td>$10,000*</td>
<td></td>
<td>• Membership allows you to showcase/sample/sell your product or services to the attending guests at the March United for Public Schools festival</td>
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<tr>
<td></td>
<td></td>
<td>• A 20x10 space provided at festival for brand to build out</td>
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<td></td>
<td></td>
<td>• This is an opportunity for brands to connect physically and collect digital information for further communications</td>
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<td></td>
<td>• All members of the Cheerleaders will be noted in outgoing marketing and social materials</td>
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<td></td>
<td></td>
<td>• Inclusion in commemorative program</td>
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<tr>
<td>YOUNG ENTREPRENEURS CLUB</td>
<td></td>
<td>• To be a member of the Young Entrepreneurs club you must own a small/local business or service that caters towards children/young adults</td>
</tr>
<tr>
<td>$2,500*</td>
<td></td>
<td>• Membership allows you to showcase/sample/sell your product or services to the attending guests at the March United for Public Schools festival</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• A 10x10 space provided</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• This is an opportunity for brands to connect physically and collect digital information for further communications</td>
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<tr>
<td></td>
<td></td>
<td>• All members of the Young Entrepreneurs club will be noted in outgoing marketing and social materials</td>
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<td></td>
<td></td>
<td>• Inclusion in commemorative program</td>
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<tr>
<td>HOME ECONOMICS CLUB</td>
<td></td>
<td>• In order to be a member of the Home Economics club you must be a local NYC licensed food vendor.</td>
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<tr>
<td>$2,500*</td>
<td></td>
<td>• This donation offers you the ability to be part of the March United for Public Schools festival.</td>
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<td></td>
<td></td>
<td>• Food Truck presence or 10x10 space provided</td>
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<tr>
<td></td>
<td></td>
<td>• Home Economics Club members will be noted in outgoing social and marketing materials.</td>
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<td></td>
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<td>• Inclusion in commemorative program</td>
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**BROUGHT TO YOU BY EMPOWERED BY...**

is a social activist event and communications company providing fundraising, corporate partnerships, marketing as well as press services.

**SPONSORSHIP AND INTEGRATED MARKETING OPPORTUNITIES**

Jono Waks  
JWaks@UWNYC.org  
(917) 776-4480

**EVENT PRODUCER**

John O’Hara  
JOhara@MarchUnited.org  
(917) 806-1176

*DONATION PLUS ACTIVATION BUILD OUT*