



540WMain Gentrification Conference

July 2018

Dear Organization,

We are writing you concerning a sponsorship opportunity with the Fall 2018 **540WMain Gentrification Conference**.

In March 2018 **540WMain Learning Academy, City Roots Community Land Trust, 441 Ministries** and the Beechwood Neighborhood Coalition held an inaugural sold out conference on gentrification in the city of Rochester. Based on this success and community feedback our planning committee has moved forward with a fall edition of the conference to be held at the Thomas P. Ryan Center in the Beechwood Neighborhood on **Saturday October 20, 2018 from 10:00-4:00 PM**.

Themed "Who Are the Gentrified" our fall conference will continue the discussion around the history of gentrification in Rochester neighborhoods. Throughout the day we will highlight the stories of individuals in our community affected by gentrification and bring together leaders, developers, and residents of our community to learn about what is currently being done to counter displacement, find better solutions, and determine a collective path forward.

This engaging and hands on conference will be co-facilitated by two veteran teachers and community leaders, Calvin Eaton Founder and Executive Director of 540WMain Learning Academy and Shane Wiegand from the Beechwood Neighborhood Coalition and City Roots Community Land Trust.

How Can Your Organization Help Us?

We are asking you to help us make this conference the most successful and productive it can be. In order to make sure those most affected by the negative effects of gentrification and poverty can attend, we are looking for sponsors to help cover the costs of tickets, food, and childcare. Sponsoring the conference is also a great way to remind and show the community that your organization or company cares about promoting development without displacement.

If your organization would like to participate in this year's event as a sponsor, please submit an application using the enclosed materials. Thank you for your time and consideration.

Sincerely,

Calvin Eaton and Shane Wiegand | info540westmain@gmail.com

540WMain

Community Learning Academy

Sponsorship Application

Please select which level of support you would like to sponsor:

- Level 1-Supporter** \$100 Company/Organization Name and Logo on promotional flyers and website. You will also be sponsoring three community members.
- Level 2-Partner** \$200 Company/Organization Name and Logo on all promotional material, website, and handouts at the event. Three community members will be given free admission in your name and you will be given two tickets to the event. You will also be publicly thanked at the event.
- Level 3-Community Champion** \$500+ inclusion of logo on all event materials, website, and social media platforms, full page ad on back of itinerary, and five minutes of program time to promote your organization. Three community members will be given free admission in your name, you will be given four tickets to the event, and a complimentary vendor table for your organization.
- Organization Vendor** \$25 This level is for grassroots, corporate, or non-profit organizations that want to have a presence at the conference as a vendor but are unable to commit as a sponsor. Vendors must work in a sector that aids in promoting development without displacement.
- Booth includes: 1 6ft table and two chairs.

Name of your organization: _____

Address:

Contact Person: _____

Email logo you would like us to use in promotional material to info540westmain@gmail.com

Make checks payable to: City Roots Community Land Trust // Gentrification

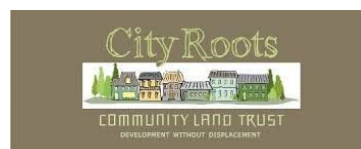
Mail to:

381 Rosewood Terrace

Rochester, NY 14609

Attn: 540WMain Gentrification Conference

- My organization would like to submit a sponsorship application electronically:
 - Visit the conference website: www.540gentrificationroc.org



540WMain

Community Learning Academy