



February 2024

InterFaith Works and its El-Hindi Center for Dialogue & Action are excited to announce our upcoming annual event: **United We End Racism, on Saturday, June 8, from 10 am – 2 pm, at Syracuse’s Inner Harbor.**

United We End Racism encompasses both the Racial Justice Awards and Saturday’s community festival. It is a platform to combine the effort of recognizing individuals and organizations for their work toward racial justice and to celebrate the community that supports this work. The community festival is a family-friendly atmosphere that includes a performance stage presenting a variety of exciting groups, a fun run, free ice-cream, food trucks, lawn games, hands-on STEM activities, face-painting, and youth engagement booths.

United We End Racism offers a chance to celebrate the entire diversity of our Central New York community and to support the ongoing work of the El-Hindi Center for Dialogue & Action. This unique event offers a positive sponsorship opportunity in Central New York as it is specifically framed around the positive steps towards racial justice we are taking in our communities.

More than 26,000 people over 28 years have participated in dialogue programs that open hearts and minds to a variety of racial and social justice issues. This has led to small and large actions throughout our schools, communities, and governments that help create a connected and more equitable community. As the longest running ending-racism program in the country, we are committed to this work for the long haul. The support of sponsors such as you allows us to continue this mission!

Please join us as we continue to build bridges of understanding and take action to reduce racism and inequity throughout our communities.

Thank You!

A handwritten signature in black ink that reads "Beth A. Broadway". The signature is written in a cursive style with a large, prominent "B" at the beginning.

Beth Broadway

President/CEO

A handwritten signature in black ink that reads "Bishop Colette Matthews-Carter". The signature is written in a cursive style with a large, prominent "C" at the beginning.

Bishop Colette Matthews-Carter

Director, El-Hindi Center for Dialogue & Action

Your sponsorship dollars support the important work of InterFaith Works’s Ahmad & Elizabeth El-Hindi Center for Dialogue and Action

Programs include: Community Wide Dialogue to End Racism, Seeds of Peace, School Exchange Dialogues, Community-Police Dialogue, Workplace and Community Dialogues, Facilitation training, Interfaith Dialogues, and Trainings

Contact the El-Hindi Center for Dialogue and Action for more information on these and other programs, please contact us at 315-449-3552, ext. 111 or email Bishop Colette Matthews-Carter at bishopcolettecarter@ifwcny.org

Sponsorship Levels

\$10,000 “Presenting” Sponsor

- Company name associated with all aspects of the event
- Podium time on the main stage the day of the race and at the press conference one month prior to event
- Company banners hung at press conference and on the main stage at the event; company listing on all press kits
- Logo and company listing on press releases, posters, fliers, and community race tickets
- Staff development opportunity for your senior management or general staff related to themes of diversity, reducing workplace stereotyping, and cross-cultural awareness
- Listing as a Presenting Sponsor in print, radio, TV and other media coverage
- Company name listed on Duck Race letterhead
- Booth space available at the event
- Receive a decoy-sized duck to decorate representing your company and its work; participate in the Corporate Parade and Race
- Company name listed on InterFaith Works’ website’s Duck Race page
- Full page listing in printed program with corporate photo and company statement

\$5,000 “Leadership” Sponsor

- Logo and company listing on **United We End Racism** promotional materials
- Recognition as a host of weekly events leading up to the main event
- Listing as a Leadership Sponsor in print, radio, TV and other media coverage
- Receive a decoy-sized duck to decorate representing your company and its work; participate in the sponsor duck-decorating featured event
- Decorated duck exhibit competition; Logo exposure and mentions through announcement of participants and winners
- Company name listed on InterFaith Works’ **United We End Racism** event website
- Staff development opportunity for your senior management or general staff related to themes of diversity, reducing workplace stereotyping, and cross-cultural awareness

\$2,500 “Major” Sponsor

- Listing as a Major Sponsor in print, radio, TV and other media coverage
- Receive a decoy-sized duck to decorate representing your company and its work; participate in the sponsor duck-decorating featured event
- Decorated duck exhibit competition; Logo exposure and mentions through announcement of participants and winners
- Company name listed on InterFaith Works’ **United We End Racism** event website

\$1,000 “Supporting” Sponsor

- Receive a decoy-sized duck to decorate representing your company and its work; participate in the sponsor duck-decorating featured event
- Decorated duck exhibit competition; Logo exposure and mentions through announcement of participants and winners
- Company name listed on InterFaith Works’ **United We End Racism** event website



Sponsorship Alignment Opportunities



The El-Hindi Center for Dialogue & Action values intentionality and creativity in our event planning, including how we engage you, our event sponsors. The purpose of the United We End Racism is to celebrate the work done to address racism in our region alongside our community partners. We invite you to support United We End Racism by aligning your sponsorship with event elements (listed below) that match your business, foundation, or organizational goals.

For each of these sponsorship opportunities, your company name will be promoted on the InterFaith Works event website, social media, event program, and visually on the day of the event. You may also choose to enter a decorated decoy-sized duck to be displayed in our featured sponsor duck exhibit at the event.

Youth Engagement Sponsor- \$2,000

Alignment considerations: Youth and Families

UWER is dedicated to showcasing Syracuse youth organizations, programs and opportunities to young people and their families at this event. Our goal is to increase awareness of the options youth have for positive engagement and development throughout the summer or school year.

Up to 20 youth organizations will be invited to table with **no cost to them**; your sponsorship supports their participation in this collaborative community effort. Participating youth organizations will also be invited to a UWER networking event, to increase opportunities for collaboration.

Performance Stage Sponsor- \$2,000

Alignment considerations: Culture, Arts, Music

UWER will feature a diverse set of performances on the main event stage throughout the day. These performances add to the celebration of culture and its role in ending-racism efforts across the community.

Duck Race "Fun Run" Naming Sponsor- \$2,000

Alignment considerations: Promoting Healthy Living, Exercise, Running, Outdoors, Active Lifestyle

We are inviting children of all ages to participate in the Duck Race Fun Run, a 0.5 mile track along the Onondaga Creek Walk, which will feature multiple start times, prizes, and free giveaways.

Additional Opportunity: Fun Run In-Kind Sponsorship- Donate goods (or cost of goods) to be given to participants.

Goods include:

- Small Prizes (rubber bracelets, stickers, water bottles, string bags, etc)
- Gift Cards (larger prizes will be given away throughout the day)
- Water
- Post-Run Snacks