

**The Black Male Development Symposium,
Mission Incorporated,
and The Trayvon Martin Foundation
Present**

LETTERS TO TRAYVON



CELEBRATION OF BLACK MEN AND BOYS

Saturday, February 28, 2015

6:00 - 9:00 p.m.

Arcadia University

450 S. Easton Road

Glenside, PA 19038

LETTERS TO TRAYVON 2015



Dear Community Leader:

In 2012, Trayvon Martin's death greatly impacted us and we struggled like many people across the country to understand the events that occurred Sunday evening, February 26, 2012, and found ourselves not comforted by the rationale, the justifications, and the verdict that followed. The death of Trayvon Martin, and a series of recent incidents involving Men of Color, losing their lives to racism compelled us to launch a campaign to end the unfair treatment, life threatening, and life altering profiling and racism experienced by Black men and boys.

The Genre Arts Initiative at Mission Incorporated is a program that promotes social change through large scale creative arts projects. Mission Incorporated has joined forces with The Black Male Development Symposium, The Trayvon Martin Foundation, Arcadia University's Pan-African Studies Program, and the brothers of Kappa Alpha Psi Fraternity, Inc., to launch a campaign entitled, "**Letters to Trayvon: A Celebration of Black Men and Boys**".

We have enclosed a brief overview of the full campaign, exhibit, and showcase. Attached you will also find a form for indicating whether you are interested in making an appearance, contributing monetarily, providing in-kind sponsorship, becoming an event partner, or participating in the "100 Black Businesses" Campaign.

The attached form, along with your contribution or confirmation letter of participation, can be forwarded by mailed to Mission Incorporated, The Genre Arts Initiative, 5537 Germantown Avenue, Philadelphia, PA 19144. Feel free to contact Lawanda Horton at 267-331-5971, or Dr. Doreen Loury, at Arcadia University, 215-572-8510, for more information about how you can become involved in this exciting and powerful project.

Sincerely,

Lawanda Horton, MS

Lawanda Horton

President & CEO

Dr. Doreen Loury

Doreen Loury

Founder and Executive Director



MISSION
INCORPORATED



Campaign Overview

“Tweets To Trayvon”

A social media campaign designed to flood the internet with positive images of Black men and boys, articles, quotes, poetry, and music that speaks to the challenges and triumphs of Black men and boys.

Begins Thursday, February 26, 2015, at 7:30 p.m. (the time Trayvon was pronounced dead), via Facebook, Twitter, Instagram, and LinkedIn, and ends Saturday, February 28, 2015, at 7:30 p.m.

“Letters To Our Brothers”

City-Wide Letter Writing Contest for School -Aged Students. Students in grades 9-12 will write letters expressing their feelings about the death of Trayvon Martin. Three letters will be chosen and winners will read their letter at the 2015 exhibition program.

(Submissions accepted October 2014 through December 2014)

“Letters to Trayvon”

Exhibit & Showcase

Features a Letters to Trayvon Exhibit, Community Leaders, Guest Speakers, a Celebration of Black Male Visual Artists,
Saturday, February 28, 2015

6:00 - 9:00 p.m.

At Arcadia University

VIP Reception

5:00 - 6:30 p.m.

Hosted By: State Representative Stephen Kinsey

Cost: \$50

“100 Black Businesses Directory”

\$100+ Contribution

Businesses Listed By Level

A member of the Trayvon Martin family will be in attendance!

LETTERS TO TRAYVON 2015

Sponsorship Levels and Benefits

Partner Organization—\$5,000

- Showcased in all Pre-and Post Event Materials/Media Announcements
- Four complementary tickets to the opening reception
- Full page Ad in Program
- Featured on event Signage
- Listing in Business Directory

Unity Sponsor—\$2,000

- Showcased in all pre-and post event materials/media announcements
- Two complementary tickets to opening reception
- Half page Ad in program
- Featured on event signage
- Listing in Business Directory

Community Sponsor—\$1,000

- One guest ticket to opening reception
- Quarter Page in Program
- Featured on event signage
- Listing in Business Directory

**All sponsors will receive social media shout outs to over a combined 10,000 Contacts.*

Letters To Trayvon Sponsorship/Participation Form

Contact Name: _____

Company Name: _____

(as it should appear on printed materials)

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Sponsorship Level:

- Partner Organization (\$5,000)
- Unity Sponsor (\$2000)
- Community Sponsor (\$1000)
- 100 Black Businesses (\$100)

Payment Information:

Please make checks payable to "Mission Incorporated"

- Check is enclosed.

Please return this form via mail to:

Mission Incorporated
5537 Germantown Avenue
Philadelphia, PA 19144

For further information, please contact:

Lawanda Horton Sauter
267-773-8757 or letterstotrayvon@gmail.com

Sponsors should send their ad via email to the address above.

PDF, JPEG, or Camera Ready Files Only

(January 28, 2015 deadline date for submissions)

Full Page: 8" x 10"
Half Page: 8" x 4 7/8"
Quarter Page: 3 7/8" x 4 7/8"

100 Black Business

Mission Incorporated is looking for 100 Black Businesses to show their support of this project and our efforts to end the racial profiling of Black men and boys by making a contribution. Businesses will become part of a directory distributed to attendees at the Letters to Trayvon Exhibit Opening. Proceeds benefit the Trayvon Martin Foundation and the Black Male Development Symposium.

Directory Listing

\$100 (Name of organization, address, telephone/fax/cell and website)

If you are interested in being included in the directory, please mail your completed sponsorship form with check, cash, or money order to:

Mission Incorporated
5537 Germantown Avenue
Philadelphia, PA 19144