SPONSORSHIP OPPORTUNITIES

FUNDRAISING GOAL: $250,000

Underground Railroad Education Center

over the EDGE

eliminating racism
empowering women
ywca
Greater Capital Region

RAPPEL TO FREEDOM



A partnership between the Underground Railroad Education Center & YWCA of the Greater Capital Region

Are *YOU* ready to go Over the EDGE

▶ Here's the Deal:

Over the Edge is known for partnering with nonprofits to create unforgettable fundraising events. Individuals, businesses, and community groups can raise donations in exchange for the once-in-a-lifetime thrill of rappelling down a local landmark. And this year, that landmark is YWCA of the Greater Capital Region's historic building in Troy, NY.



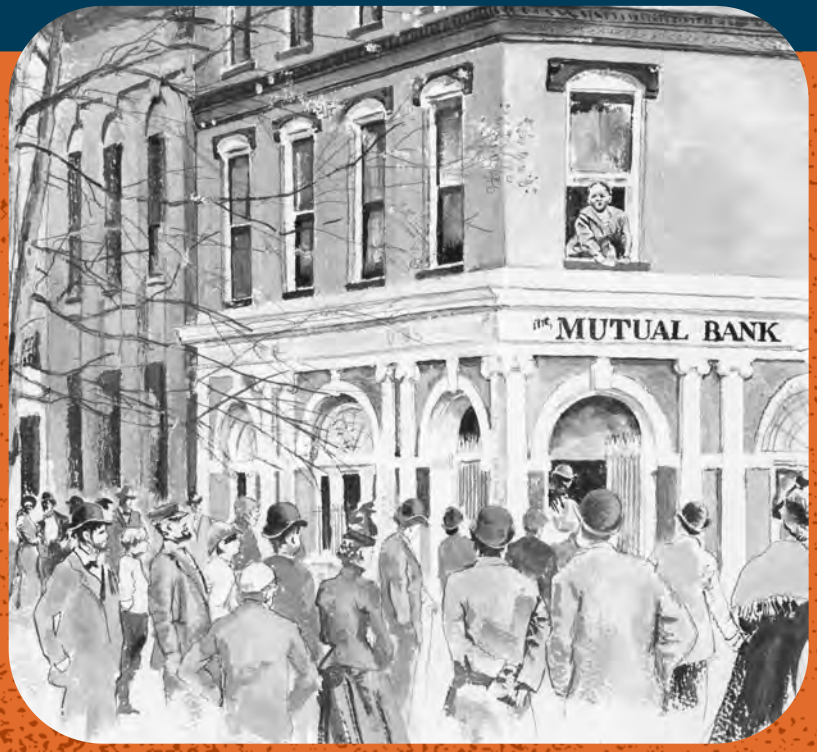
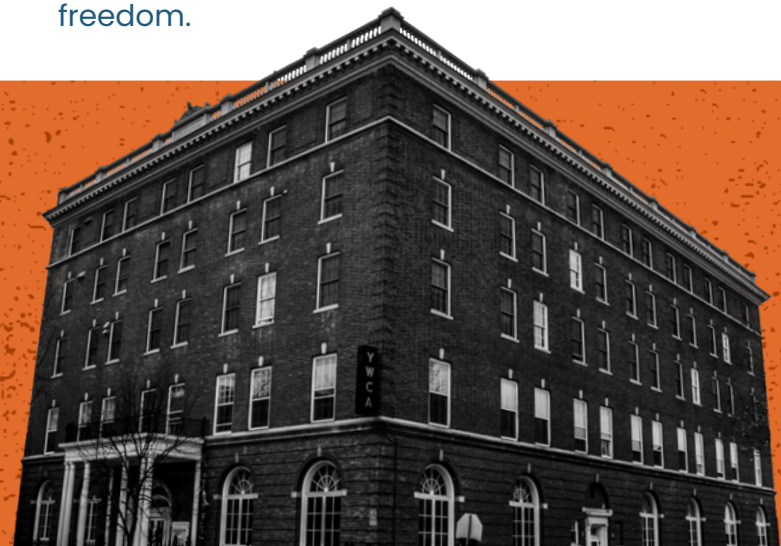


Image taken from the article "Out of Egypt on the Hand of a Little Lady" by Jean M. Hoefer, *New York Alive*, May/June 1986, pg. 32-35.

▶ Why YWCA-GCR's Building?

Located across the street from YWCA-GCR's building is the former Old Mutual National Bank. This was the site where freedom seeker Charles Nalle, a 19th century African American, was detained by US Marshalls following the Fugitive Slave Act of 1850. It was here that Harriet Tubman and other antislavery supporters helped Charles secure his freedom.



▶ Our Partnership

The Underground Railroad Education Center researches and preserves the local and national history of the Underground Railroad movement, its international connections, and its legacy to today's social justice issues, thereby empowering people of all ages to be agents of change toward an equitable and just society.

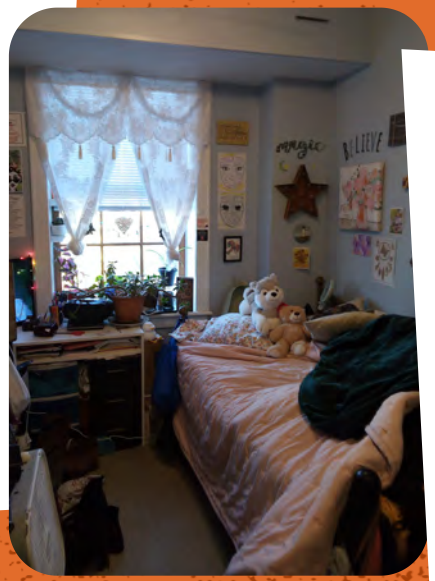
YWCA of the Greater Capital Region is committed to advocating for systemic solutions and institutional change for disparities facing women and girls of color. Women come to YWCA-GCR in times of crisis, for safe and affordable housing, help with basic needs, such as food and clothing, victim advocacy, help with addiction, job training and career counseling, and case management.

The partnership of our organizations highlights the vital need to preserve African American History, understand the Capital Region's involvement with the Underground Railroad, while promoting equity, justice, and freedom for all. Whether you participate solo or rally friends, coworkers, family, or a local club to form a team, this is an unforgettable way to support this work.



▶ UREC is Building an Interpretive Center

In order for UREC to continue to expand its outreach and share this empowering reinterpretation of underground railroad history and its relevance for us today, UREC needs a facility fully dedicated to programs, events, exhibits, video documentary production and viewing, research, workforce development, children's engagement, and the arts. This facility would be the Interpretive Center of Underground Railroad Education Center.



▶ YWCA-GCR is On A Mission

As home to 104 women and over 40 children, YWCA-GCR offers long-term supportive housing to women and children who would otherwise be facing homelessness. Within their building they offer single occupancy rooms, transitional housing, family apartments, and 10 off-site family apartments in Rensselaer County. Funding raised goes towards supportive programing, homelessness prevention, and combating food insecurity.

RAPPEL TO FREEDOM WITH UREC & YWCA-GCR

FUNDRAISING GOAL: $250,000

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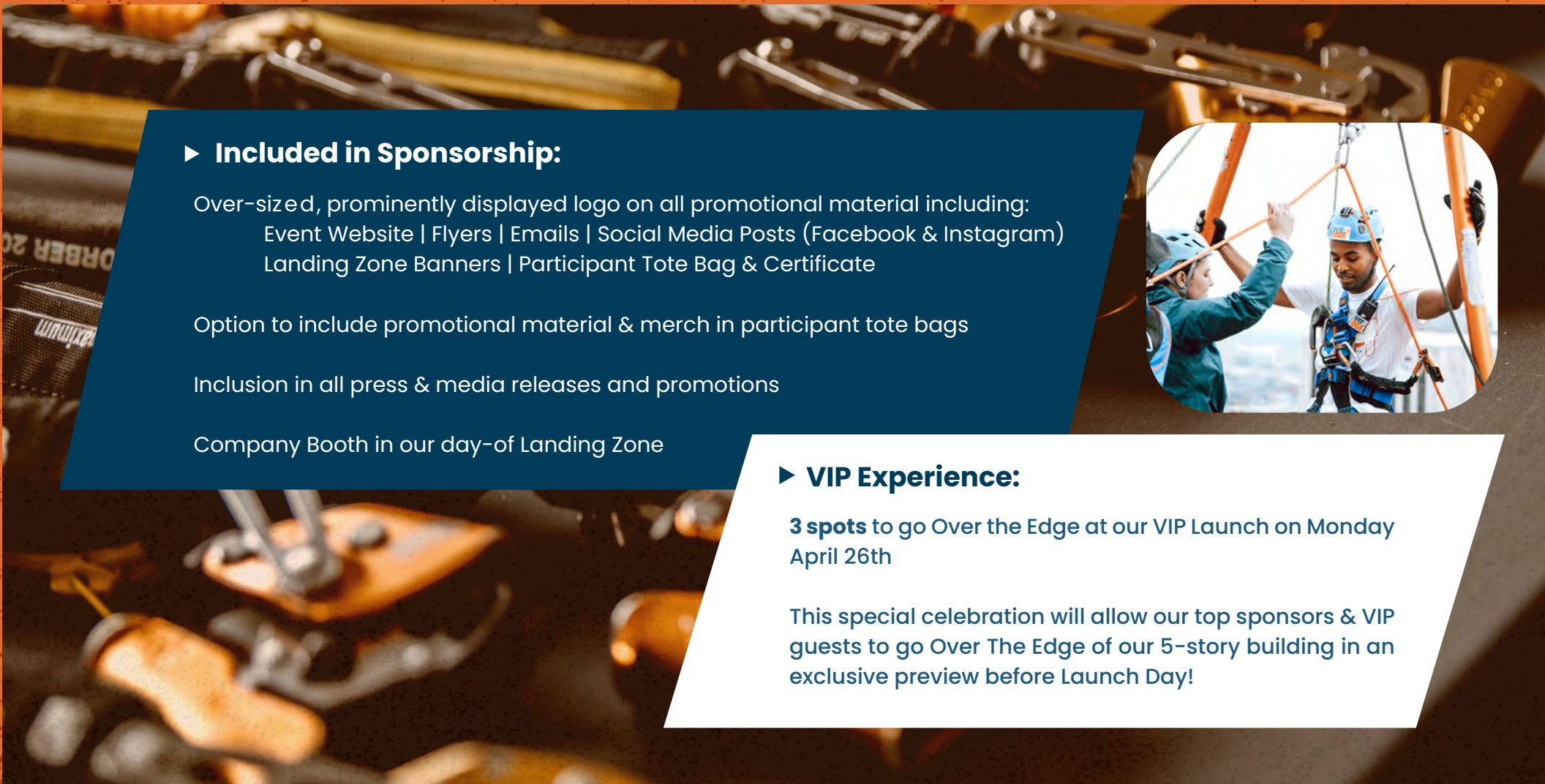
over the EDGE

SPONSORSHIP LEVELS

	CHARLES NALLE	FREEDOM	JUSTICE	EQUITY	EMPOWERMENT	INDIVIDUAL	COMMUNITY
AMOUNT / AVAILABLE SLOTS	$25K (1)	$15K (2)	$10K (3)	$5K (10)	$2.5K (10)	$1K (40)	$500 (UNLIMITED)
SPOTS TO GO OVER THE EDGE	3	2	1	—	—	—	—
OPTION TO INCLUDE PROMO IN TOTE BAGS	✓	✓	✓	✓	✓	—	—
YOUR COMPANY LOGO ON							
DAY- OF PROMOTIONS	LANDING ZONE BANNER	BUILDING SIGN	BUILDING SIGN	DAY OF SIGNS	DAY OF SIGNS	DAY OF PROGRAM	DAY OF PROGRAM
EVENT WEBSITE	LOGO	LOGO	LOGO	LOGO	—	—	—
BACK OF OVER THE EDGE TOTE	✓	✓	✓	✓	✓	—	✓
EVENT PROMO MATERIAL *BANNER, POSTERS, EMAILS*	✓	✓	✓	—	—	—	—
SOCIAL MEDIA POSTS *FACEBOOK, INSTAGRAM, WEBSITES*	✓	✓	✓	—	—	—	—
EVENT PRESS RELEASE INCLUSION	✓	✓	✓	—	—	—	—
COMPANY BOOTH IN LANDING ZONE	✓	✓	✓	—	—	—	—
INVITATION TO VIP RAPPEL LAUNCH	✓	✓	✓	—	—	—	—

CHARLES NALLE SPONSORSHIP

$25,000



▶ Included in Sponsorship:

Over-sized, prominently displayed logo on all promotional material including:
Event Website | Flyers | Emails | Social Media Posts (Facebook & Instagram)
Landing Zone Banners | Participant Tote Bag & Certificate

Option to include promotional material & merch in participant tote bags

Inclusion in all press & media releases and promotions

Company Booth in our day-of Landing Zone

▶ VIP Experience:

3 spots to go Over the Edge at our VIP Launch on Monday April 26th

This special celebration will allow our top sponsors & VIP guests to go Over The Edge of our 5-story building in an exclusive preview before Launch Day!

FREEDOM SPONSORSHIP

$15,000



▶ VIP Experience:

2 spots to go Over the Edge at our VIP Launch on Monday April 26th

This special celebration will allow our top sponsors & VIP guests to go Over The Edge of our 5-story building in an exclusive preview before Launch Day!

▶ Included in Sponsorship:

Company logo displayed on all promotional material including:
Event Website | Flyers | Emails | Social Media Posts (Facebook & Instagram)
Day-of Building Sign | Participant Tote Bag & Certificate

Option to include promotional material & merch in participant tote bags

Inclusion in all press & media releases and promotions

Company Booth in our day-of Landing Zone

JUSTICE SPONSORSHIP

$10,000

▶ Included in Sponsorship:

Company logo displayed on all promotional material including:
Event Website | Flyers | Emails | Social Media Posts (Facebook & Instagram)
Day-of Building Sign | Participant Tote Bag & Certificate

Option to include promotional material & merch in participant tote bags

Inclusion in all press & media releases and promotions

Company Booth in our day-of Landing Zone



▶ VIP Experience:

1 spots to go Over the Edge at our VIP Launch on Monday April 26th

This special celebration will allow our top sponsors & VIP guests to go Over The Edge of our 5-story building in an exclusive preview before Launch Day!

EQUITY SPONSORSHIP

$5,000



Included in Sponsorship:

Company logo displayed on promotional material including: Event Website | Participant Tote Bag | Day-of Signs

Option to include promotional material & merch in participant tote bags



Included in Sponsorship:

Company logo displayed on promotional material including: Participant Tote Bag | Day-of Signs

Option to include promotional material & merch in participant tote bags

EMPOWERMENT SPONSORSHIP

$2,500



Included in Sponsorship:

Fund-raise as an individual to go 5-stories Over The Edge of YWCA-GCR's building

Individuals will receive a certificate of participation & a commemorative tote with merch from our sponsors

INDIVIDUAL SPONSORSHIP

$1,000

COMMUNITY SPONSORSHIP

$500



Included in Sponsorship:

Company logo displayed on promotional material including: Participant Tote Bag | Day-of Programs

Option to include promotional material & merch in participant tote bags



INCLUSIVE ACCOMMODATION ARE AVAILABLE

UREC & YWCA_GCR strive to make this fundraising event as inclusive as possible! We work hand-in-hand with our incredible technical team at Over The Edge to set everyone up for success. With advanced planning, our tech team can adapt and help almost anyone successfully rappel. We have found we are most successful when we can be proactive. If you have any physical limitations, challenges, phobias, or absolutely anything else that might affect your ability to rappel physically, mentally, or emotionally, please let us know ahead of time! We are here to partner with you from the start to ensure your experience is smooth, safe, and positive.

Due to the unique nature of our event, there are challenges that we work with all our participants to overcome. With keeping safety in mind, we will need your help to overcome the following:

- Climbing stairs
- Travelling over loose or uneven surfaces
- Going above or around obstacles, such as railings
- Preventing loose objects (various prosthetics, footrests on wheelchairs, etc.)
- Emotional considerations for a high anxiety environment





INDIVIDUAL SPONSORSHIPS

Utilize our free campaign platform, Fundrazr to create your own landing page to go Over The Edge.

Here friends, family, and supporters can donate to your individual campaign to help raise your $1,000 sponsorship.

Easily track donations, how close you are to your goal, and your leaderboard standing!

LEARN MORE TODAY:

THANK YOU FOR YOUR SUPPORT!

- **Learn More About Our Organizations:**

undergroundrailroadhistory.org ywca-gcr.org

FOR MORE INFORMATION
EMAIL KATIEG@YWCA-GCR.ORG OR CALL 518-274-7100

SPONSORSHIP COMMITMENT

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over the EDGE

☐ **Charles Nalle Sponsor**	**$25,000**	☐ **Empowerment Sponsor**	**$2,500**
☐ **Freedom Sponsor**	**$15,000**	☐ **Individual Sponsor**	**$1,000**
☐ **Justice Sponsor**	**$10,000**	☐ **Community Sponsor**	**$500**
☐ **Equity Sponsor**	**$5,000**		

CONTACT NAME _____ COMPANY _____

STREET _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

PAYMENT INFORMATION

I have enclosed check # _____ in the amount of $ _____

Please charge my: ☐ Visa ☐ Mastercard ☐ Discover

Card # _____ Exp Date _____

CCV _____ Zip Code _____

Name on Card _____

Please make checks payable to **YWCA-GCR** with memo line **Rappel to Freedom** and mail to:
21 1st Street, Troy NY 12180

Questions? Contact Katie Gallucci, Development Coordinator
katieg@ywca-gcr.org | (518) 274-7100

Contributions are tax-deductible to the extent allowed by law. YWCA-GCR federal tax ID is 14-1338577