

2018 Peace Day

SPONSORSHIP OPPORTUNITIES



What is Peace Day?

- ♥ Peace Day honors the legacy of late teen poet & peace activist, *Mattie J.T. Stepanek*, with the mission of helping people of all ages better understand & celebrate Mattie's peace messages.
- ♥ Peace Day is proclaimed annually by the **City of Rockville**, MD on July 17 (Mattie's birthday), is celebrated on a weekend with an indoor/outdoor event for hundreds of people, and is part of a national peace campaign.
- ♥ The local Peace Day gathering is a **free event** for people of all ages, abilities, and aspirations with the purpose of providing information & inspiration about "peace choices" through educational and recreational activities & programs (and lots of food & fun, entertainment & performances...).
- ♥ The Peace Day event offers activities for all ages, including crafts & games, cake & conversation, music & dancing, moon bounce & face painting, and even "**Guest Bartenders**" (local leaders pouring the drinks!).

When & where is the 2018 event?

Saturday, July 14, 2018

King Farm Village Green, 800 Pleasant Drive, Rockville, MD

Outdoor/Street Program/Activities 1-4 pm // Peace Day Proclamation & Cake Cutting begins 2 pm

Indoor/Restaurant Fun 1-7 pm (*Botanero, Fontina Grille, Coffee Republic*)

Who can sponsor an activity or tent?

Any individual, family, business, or organization can choose to be a sponsor!

What are the TAX DEDUCTIBLE sponsorship levels & benefits?

- ♥ **PEACE EVENT SPONSOR: Mattie's Peace Day 2018 Event – 1 available -- \$3,000**
Benefits -- Signage (name, logo, website, etc...) displayed on Peace Shop Tent, on Mattie's Foundation website, and on all event-related materials (print, social media, web...); feature article on website; mention of sponsorship during all media/PR opportunities (before & during event); may set up tent and/or table at the 2018 Peace Day event to distribute materials and participate in conversations with participants (and/or may send information and promotional items to be shared during the event); and, sponsor receives free personalized brick to be installed in the Mattie J.T. Stepanek Park & Peace Garden.
- ♥ **PEACE PROGRAM SPONSORS: Program Tent & Stages – 3 available -- \$1,500 each**
Heartsongs (entertainment), Dance for Peace (dancing!), Garden (cake & conversation)
Benefits -- Signage (name, logo, website, etc...) displayed on tent sponsored, on Mattie's Foundation website, and on all event-related materials (print, social media, web...); may set up a tent at the 2018 Peace Day event to distribute materials and participate in conversations (and/or may send information or promotional items to be shared during the event); and, a free personalized brick in Mattie's Park.
- ♥ **PEACE STATION SPONSORS: Peace Activity Tents – 7 available -- \$500 each**
Seek Peace, Make Peace, Bring Peace, Mosaic, Play for Peace, Kids & Kindness, Community Tents
Benefits -- Signage (name, logo, website, etc...) displayed on tent sponsored, on Mattie's Foundation website, and on select event-related materials (print, social media, web...); may share and/or provide materials to be distributed at sponsored tent; and, a free personalized brick in Mattie's Park.
- ♥ **MATTIE'S BIRTHDAY/PEACE DAY CHAMPIONS: – unlimited -- \$250 each**
Benefits – Listed as peace champion (materials/website); and, a free brick in the park (\$200 value).

Why does sponsorship matter?

Mattie's Foundation is a volunteer-based 501(c)3 organization that creates materials & programs that support children and adults in understanding Mattie's peace message and making peace a deliberate choice – for individuals & communities – through attitudes, words, and actions, and the power of personal choices. Most of our activities – including Peace Day events – are offered at no cost to participants because of sponsors & donors.

How to commit to a TAX DEDUCTIBLE sponsorship or learn more...

Visit www.MattieOnline.com or e-mail MattieOnline.com@gmail.com