



SPONSOR PACKET 2018

PCRC Action Summit 2018: *Inspire. Design. Change.*

Join Peninsula Conflict Resolution Center (PCRC) in kicking off our first annual Action Summit, a 2-day conference convening cross-sector participants to inspire innovation, design the communities in which they would like to live and take action to bring about that change.

WHY: Silicon Valley is one of the most, diverse, exciting, and lively regions on earth, with seemingly abundant opportunities for achieving a high quality of life. Despite these unique characteristics, there are stark social and economic divides among us that sometimes lead to interpersonal misunderstandings and feelings of disconnectedness and disenfranchisement.

Recent events across our nation involving racial tensions between communities of color and law enforcement, greater political divides and acts of violence have lowered the level of civility and discourse, thereby amplifying ideological and political differences, raising tensions within our communities.

WHAT: PCRC has over 30 years of providing conflict resolution, mediation, violence prevention and community building services. Our mission is to partner with individuals, groups and institutions to empower people, build relationships and reduce violence through collaborative and innovative processes. We build networks of leaders in areas such as youth, faith, business, education, law enforcement, and community, so that stakeholders can address the issues that lead to divisions and polarization. Through positive activities that open lines of communication, strengthen race, community and law enforcement relations, we can help rebuild trust where it has been broken. **Our goal is to bring together community partners to engage with others through civil discourse to INSPIRE deeper understanding across barriers, to DESIGN innovative strategies that promote empathy and respect in our families, schools and communities and to commit to action to create CHANGE.**

Friday, January 12, 2018 (Community Partners)

9:00 am – 4:00 pm Conference

Saturday, January 13, 2018 (Youth)

11:00 am – 6 pm Conference

Both days will be held at:

College of San Mateo (Bay View Dining Room)

1700 West Hillsdale Blvd.

San Mateo, CA

For more information or to register, visit www.pcractionsummit.org



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Dear PCRC Supporters, Partners and Friends:

We are excited to announce that the Peninsula Conflict Resolution Center is kicking off its first annual Action Summit, a 2-Day conference scheduled on ***Friday, January 12th & Saturday, January 13th, 2018 at College of San Mateo***. We are asking for support from our corporate partners and friends to help underwrite the costs of an event that will bring tremendous value to our community.

In the past year, many communities within San Mateo County have faced challenges as divisions along ethnic and ideological lines deepen. Reports of conflicts within schools and neighborhoods have increased dramatically. Throughout the Bay Area, skyrocketing housing costs and the accompanying displacement of lower income families have caused unprecedented economic and social pressures. At the national level, we have witnessed an erosion of trust in the relationship between community and law enforcement, strained race relations and a very divisive election. With all of these challenges we have seen a breakdown in dialogue, trust and empathy.

At PCRC, we are completely non-partisan; we do not comment on political issues; we do not take sides. We do believe that individuals, organizations, schools and cities should have the tools and resources to keep their communities healthy, peaceful, and positive. This summit will encourage community dialogue, provide a forum for sharing ideas and differing perspectives, and inspire action to bring about change.

Your support will help underwrite the costs of the Action Summit, offer youth to attend at no charge, and help us to bridge the divides. We are pleased to present the following sponsorship opportunities to fit varying budgetary levels. Thank you for helping us strengthen our communities through increased communication and capacity building.

If you have any questions regarding this project, please contact me at mvilchez@pcrcweb.org.

Sincerely,

Michelle Vilchez
Executive Director

Lorna Strachan
Board Chair

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We have the following different levels to fit your business needs & budget:

The Platinum/Presenting Sponsor Level – ask about deadlines to receive all benefits listed - \$ 10,000+

- Introduction by Master of Ceremonies and opportunity to welcome guests
- Logo prominently displayed on all pre-event and onsite marketing materials, event site, Youth Day t-shirts, and acknowledgment as the “Presenting Sponsor”,
- Banner display opportunity (provided by sponsor/ vertical retractable banner preferred)
- Resource table
- Mention in press release surrounding the conference
- Twenty registrations to attend Community Partners Day
- Sponsors twenty kids on PCRC’s list to attend Youth Day

Gold Sponsor Level - \$ 5,000

- Logo prominently displayed on all pre-event on-site marketing materials, event site, Youth Day t-shirts, and acknowledgment as the “Gold Sponsor”
- Resource table
- Mention in press release surrounding the conference
- Fifteen registrations to attend Community Partners Day
- Sponsors fifteen kids on PCRC’s list to attend Youth Day

Silver Sponsor Level - \$ 2,500

- Logo displayed on all pre-event, on-site marketing materials, event site, Youth Day t-shirts and acknowledgment as the “Silver Sponsor”
- Shared resource table
- Ten registrations to attend Community Partners Day
- Sponsors ten kids on PCRC’s list to attend Youth Day

Bronze Level - \$ 1,250

- Logo displayed on all pre-event, and on-site marketing materials, event site, Youth Day t-shirts and acknowledgment as the “Bronze Sponsor”
- Shared resource table
- Five registrations to attend Community Partners Day
- Sponsors five kids on PCRC’s list to attend Youth Day

PCRC Collaborative Friend Level - \$ 500

- Listing in program and sponsor signage as a “Collaborative Friend”
- Two registrations to attend Community Partners Day
- Sponsors two kids on PCRC’s list to attend Youth Day
- Opportunity to display flier or brochure for shared Collaborative Friends table



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PCRC's –Action Summit Sponsorship Form

Business Name _____
Address _____
Contact Name _____ Title _____
Phone _____ Email _____
Alternative Contact Name _____ Title _____
Phone _____ Email _____

- _____ Yes, we would like to be part of the first annual 2-Day Action Summit!
- We will provide a check for our sponsorship which is enclosed **Y/N**
- Charge our credit card **Type: American Express / MasterCard / Visa**
Other _____
- **Number** _____ **Expiration** _____
Security Code _____ **Billing Zip Code** _____

We will participate at the following level:

- _____ The Platinum/Presenting Sponsor \$ 10,000
- _____ Gold Sponsor Level \$ 5,000.00
- _____ Silver Sponsor Level \$ 2,500.00
- _____ Bronze Level \$ 1,250.00
- _____ Collaborative Friend \$ 500.00
- _____ Individual tickets at \$ 80 each -- \$70 Early Bird (by 12/8/17)
- _____ Business card ad in event program \$ 250.00
- _____ Other (Specify) _____

We will use _____ of our registrations. Please use _____ of our tickets to use as scholarships.

Please send your logo, questions, etc. to lperreras@pcrcweb.org. Please make checks payable to PCRC and send to 1660 S. Amphlett Blvd., # 219, San Mateo, CA 94402. Inquiries on the above sponsorship/partnership opportunities, please contact Leila Perreras at (650) 678-8638. **You will receive a confirmation email of your benefits along with a registration link to send to your guests or you may send us your names on the form below.**

Thank you for supporting PCRC's 2018 Action Summit!

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Attendee Names

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Please send this along with your sponsorship form and send to lperreras@pcrcweb.org with "PCRC Action Summit" in the subject line.

Thank you for supporting PCRC's 2018 Action Summit!