

FIERCE URGENCY OF
NOW!

SPONSORSHIP OPPORTUNITIES

With half of the workforce in Boston being classified as young professionals, and nearly half of young professionals in Greater Boston being people of color, the business community must play a key role in improving the city's image and increasing access to opportunities to attract and retain young talent. Retention of young people of color is of critical importance to our future as a region. Fierce Urgency of Now is a festival dedicated to convening, empowering, and celebrating the incredible diversity in our community.

Organized by City Awake, the Greater Boston Chamber of Commerce's young professional platform, Fierce Urgency of Now is a decentralized five-day festival with 30+ events hosted by organizations and businesses across Greater Boston. The events and conversations throughout the festival highlight the experiences, challenges, and opportunities for young professionals of color in Boston. This year, for the first time, Fierce Urgency of Now will be a fully digital calendar of events. From day parties to workshops, workout classes to keynote speakers, Fierce Urgency of now rewrites the narrative of Boston, making it an anti-racist city that is more inclusive, more accessible, and more welcoming to *all*.



CITY AWAKE



Greater Boston
Chamber of Commerce



ENGAGE WITH THOUSANDS.

Sponsors can leverage their relationship with Fierce Urgency of Now to connect with thousands of attendees throughout the 30+ community events. Last year, the festival attracted over 6,000 attendees. This year, we anticipate that number to grow past 10,000.

CELEBRATE BOSTON'S DIVERSITY.

Research proves that diverse teams outperform homogeneous ones. During the 30+ events, sponsors will have their brand in front of thousands of potential job candidates, future clients, brand ambassadors, mentors, friends, and more.

BE THE CHANGE.

Fierce Urgency of Now is an opportunity for sponsors to contribute to the most important conversations facing our region today, support the next generation of leaders, celebrate the diversity of our community and make an impact on the lives of thousands.

BRAND VISIBILITY.

In addition to connecting with thousands of attendees during the week of events, sponsors will receive brand visibility throughout the festival marketing campaign which includes our social media following (19,252 followers) and our email newsletter list (4,821 recipients).





	GOLD \$10,000	PLATINUM \$15,000	PRESENTING \$25,000
Listed as sponsors on Twitter, LinkedIn, Facebook, and Instagram posts	✓	✓	✓
Listed as sponsor on Fierce Urgency of Now website	✓	✓	✓
Complimentary tickets to each of the Chamber-Hosted events during Fierce Urgency of Now	✓	✓	✓
Opportunity to write a blog post that is featured on City Awake website	✓	✓	✓
Listed as sponsor with link in full festival email campaign	✓	✓	✓
Inclusion of branded materials in swag bag	✓	✓	✓
2020 City Awake Future Agenda events package (includes tickets to events post festival week)		✓	✓
One seat on City Awake Advisory Board (the Greater Boston Chamber of Commerce young professional network)		✓	✓
Presenting Sponsor and opening speaker for Mayor's Event, Opening Ceremony, Closing Ceremony, or Side Hustle Panel			✓
Recognized as Ten Outstanding Young Leaders sponsor			✓
Recognized as overall 2020 City Awake Sponsor* (See last page for full list of benefits)			✓



GOLD SPONSORSHIP @ \$10,000

Digital Branding

- Logo and link placement in “meet our sponsors” post on Twitter, Facebook, and Instagram
- Logo and link placement in “thanks to our sponsors” post on Twitter, Facebook, and Instagram
- Listed as sponsor with link in festival email campaign from July through September
- Listed as sponsor on Fierce Urgency of Now website with link that directs users back to sponsor website
- Inclusion of branded materials in swag bag
- Opportunity to write a blog post about your company’s involvement in the festival and be featured for thousands of viewers on our website and newsletter

Tickets

- (10) Complimentary tickets to Opening Ceremony
- (10) Complimentary tickets to Side Hustle Panel
- (10) Complimentary tickets to the Mayor’s Event
- (10) Complimentary tickets to Closing Ceremony

Festival Participation

- Inclusion of branded materials in swag bag



PLATINUM SPONSORSHIP @ \$15,000

Digital Branding

- Logo and link placement in “meet our sponsors” post on Twitter, Facebook, and Instagram
- Logo and link placement in “thanks to our sponsors” post on Twitter, Facebook, and Instagram
- Listed as sponsor with link in festival email campaign from July through September
- Opportunity to write a blog post about your company’s involvement in the festival and be featured for thousands of viewers on our website and newsletter
- Listed as sponsor on Fierce Urgency of Now website with link that directs users back to sponsor website
- Inclusion of branded materials in swag bag
- One seat on City Awake Advisory Board (the Greater Boston Chamber of Commerce young professional network)
- 2020 City Awake half year events package (including tickets to City Awake events)

Tickets

- (15) Complimentary tickets to Opening Ceremony
- (15) Complimentary tickets to Side Hustle Panel
- (15) Complimentary tickets to the Mayor’s Event
- (15) Complimentary tickets to Closing Ceremony
- 2020 City Awake Future Agenda package (including tickets to City Awake events post festival)

Festival Participation

- Inclusion of branded materials in swag bag



PRESENTING SPONSORSHIP @ \$25,000

Digital Branding

- Logo and link placement in “meet our sponsors” post on Twitter, LinkedIn, Facebook, and Instagram
- Logo and link placement in “thanks to our sponsors” post on Twitter, LinkedIn, Facebook, and Instagram
- Listed as sponsor with link in festival email campaign from July through September
- Opportunity to write a blog post about your company’s involvement in the festival and be featured for thousands of viewers on our website and newsletter
- Listed as sponsor on festival website with link that directs users back to sponsor website
- Inclusion of branded materials in swag bag
- One seat on City Awake Advisory Board (the Greater Boston Chamber of Commerce young professional network)
- Recognized as Ten Outstanding Young Leaders sponsor
- 2020 City Awake half year events package (including tickets to City Awake events)

Tickets

- (25) Complimentary tickets to Opening Ceremony
- (25) Complimentary tickets to Side Hustle Panel
- (25) Complimentary tickets to the Mayor’s Event
- (25) Complimentary tickets to Closing Ceremony
- 2020 City Awake Future Agenda events package (including tickets to City Awake events post festival weekend)
- One seat for a young professional on City Awake Advisory Board

Festival Participation

- Inclusion of branded materials in swag bag
- Opportunity to be Presenting Sponsor for Opening Ceremony, Mayor’s Event, Side Hustle Panel *or* Closing Ceremony with speaking role

Year-long Participation

- Recognized as City Awake Sponsor, which includes all the above plus sponsorship of monthly Speaker Series and other City Awake programming
- Sponsor may work with Chamber to recommend and help secure appropriate speakers for City Awake Speaker Series