

About the Lawrence Partnership:

The Lawrence Partnership is a private/public collaboration committed to the mission of fostering economic development that is equitable and inclusive in the city of Lawrence. The Partnership was created, in part, to fill gaps that no single institution, individual or business can fill by themselves. To that end, we bring together leaders from all sectors to align visions, resources, and strategy. Together, we accelerate the inclusive economic development of our city, creating opportunities and investing in education, skills, and access for all Lawrencians to participate in this growth.

Resiliency and Responsiveness Through Connectivity

Since our founding in 2014, we have been dedicated to the promotion of inclusive economic development and quality of life in Lawrence, MA. Founded on the belief that if we bring together leaders from all sectors to align visions, resources, and strategy, then together, we accelerate the inclusive economic development of our city. We focus on a people-first economic development strategy that creates opportunities for Lawrencians.

People-First Inclusive Economic Development

Our annual meeting offers us the opportunity to come together as a community to recognize and celebrate outstanding leadership, to lift up our collective accomplishments, and to share where we are headed in continued pursuit of our mission. I would be honored to have you join us and to count on you once again as a sponsor of this year's event, at a sponsorship level of your choosing.



BENEFITS

PARTNER
\$7,500

LEADERSHIP
\$5,000

COLLABORATOR
\$2,500

Logo recognition on Lawrence Partnership webpage



Recognition as Annual Sponsor on all organization events & marketing materials



Feature on e-newsletters and member communications

Exclusive Feature

Partner Highlight

Logo Only

ANNUAL MEETING

Pre-recorded sponsor message during pre-event promotional period



Recognition on event special edition e-newsletter



Logo Only

Logo Only

Logo recognition on event webpage



Recognition pre and post event marketing promotion



HIGH IMPACT Annual Sponsorship

PREMIUM LEVEL \$10,000

- SPONSOR RECOGNITION AS HIGH IMPACT SPONSOR ON WEBSITE, EVENTS, MARKETING MATERIALS AND MEMBER COMMUNICATIONS
- LOGO RECOGNITION ON LAWRENCE PARTNERSHIP WEBSITE

Annual Meeting

- LOGO RECOGNITION ON ANNUAL MEETING EVENT WEBPAGE
- PARTNER HIGHLIGHT FEATURED ON ANNUAL MEETING VIDEO
- EXCLUSIVE SPONSOR RECOGNITION OF VIRTUAL VIP PRE OR POST EVENT GATHERING
- EXCLUSIVE RECOGNITION ON ALL PRE AND POST MEDIA AND SOCIAL MEDIA EVENT PROMOTION
- EXCLUSIVE FEATURE IN EVENT SPECIAL EDITION EVENT E- NEWSLETTER

Supporter Donation:

Name recognition on event webpage

\$1,000 | \$750 | \$500 | Other: _____



LAWRENCE PARTNERSHIP ANNUAL SPONSORSHIP | PLEDGE SHEET:

Please return this sheet with your Lawrence Partnership Sponsorship package indicated by checking off the appropriate boxes below.

Checks may be made payable and mailed to:

Lawrence Partnership | 420 Common Street Lawrence, MA 01840

SPONSORSHIP PACKAGES:

I commit to the sponsorship options indicated below:

A) Annual Sponsorship Package

- High Impact \$10,000
- Partner Level \$7,500
- Leadership Level \$5,000
- Collaborator Level \$2,500

B) Donations

- \$1,000
- \$750
- \$500

Payment Options

- I will pay in full now
- I will pay in full by the follow date: _____
- I will pay in monthly installments of: _____
- Other — Please specify: _____

Name/Title:

Organization:

*social media exposure for your business or organization includes access to the Lawrence Partnership's online audience of up to 5,000+ people through newsletter, website visits and various social media platforms.

