



05.12.2024

28TH ANNUAL

MOTHER'S DAY WALK FOR PEACE

Cultivating Cycles of Peace



Sponsorship and Branding Opportunities

The Louis D. Brown Peace Institute 28th Annual Mother's Day Walk for Peace

Since its founding in 1996, **The Mother's Day Walk for Peace** has hosted over **500,000 families** in the spirit of healing and community. Located in the heart of **Dorchester**, Boston's largest neighborhood, it is now a signature event in the city.

This May, thousands of diverse families from across our state and region will walk together to honor loved ones impacted by homicide, and to support the programs of **The Louis D. Brown Peace Institute**.

This year's theme is **Cultivating Cycles of Peace**. Taking place in **Boston**, we invite you to join us as a sponsor.



Past Sponsors



Stanley N. Griffith and
Ann E. Schauffler

Josie Greene and
Glenn Asch

Rick and Gitte Shea

Superior Realty

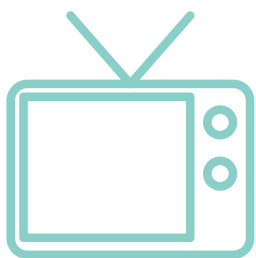
We are grateful for the leadership and support of **Governor Maura Healy**, **Attorney General Andrea Campbell**, and **Mayor Michelle Wu**. **The Boston Foundation**, and many others.

These public officials, corporations and institutions have demonstrated their values and their commitment to peaceful communities by supporting The Louis D. Brown Peace Institute on Mother's Day.

Media Impressions

The Boston-Manchester Market Area is the 9th largest media market in the United States, with a TV Household population of **2.4MM**, an average income **\$70K**, and a median income **\$70K**.

Source: Nielsen Media



138MM+

TOTAL TV + DIGITAL



356K+

TOTAL PRINT



14.6k+

ON EMAIL




60k+

ON SOCIAL MEDIA



272k+

ADS IMPRESSIONS

A photograph of Ja'Whaun Bentley, a New England Patriots Linebacker, speaking at a podium. He is wearing a black baseball cap with a white 'B' logo and a black Nike sweatshirt. He has a beard and is looking to his right. The background shows a white tent and trees. A microphone is in front of him. To the right, there are blue and white balloons. A semi-transparent dark blue box contains a quote and his name and title.

“Having communities come together like this to come up with solutions, helps me gain more knowledge... with more knowledge, you can take action.”

Ja'Whaun Bentley
New England Patriots Linebacker

The 28th Annual Mother's Day Walk for Peace

Opportunities for Sponsorship

Your company has a chance to elevate its brand and drive customer engagement. Through our 28 years of experience, we have partnered with hundreds of companies to create greater brand awareness, and to impact the community with our transformative programs. Join us today by becoming one of our partners.

Key opportunities

- Brand Awareness
- Product Placement
- Digital and Print Media
- Consumer Engagement
- Community Awareness
- Employee Volunteer Engagement



Sponsorship & Branding Levels

PeaceVestor \$50K

- A 2024 Lunch and Learn or presentation with Chaplain Clementina Chéry at your location or event
- Name/logo on Peace Partners page of website
- A 2024 tour of the LDBPI for up to 25 participants including a Meet and Greet with our staff
- A seat on the stage during opening festivities
- Logo/name placed on mile marker along walk route
- 60 second promotional video or audio recording that will be shared on social media and promotional emails
- Walk registration for up to 20 participants
- Prominent placement on main Walk banner
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P



Sponsorship & Branding Levels

Champion for Peace \$25K

- Name/logo on Peace Partners page of website
- A 2024 tour of the LDBPI for up to 10 participants including a Meet and Greet with our staff
- A seat on the stage during the opening MDW4P festivities
- Logo/name placed on a mile marker along the walk route
- 30 second promotional video or audio recording that will be shared on social media and promotional emails
- Walk registration for up to 15 participants
- Prominent placement on main Walk banner
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P



Sponsorship & Branding Levels

Peace Advocate \$15K

- Walk registration for up to 10 participants
- Prominent placement on main Walk banner
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P

Peace Supporter \$10K

- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P

Peace Player \$5K

- Your organization's clickable logo featured on the 28th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P





Join Us as a Partner in creating Cycles of Peace!

Support our mission and make a positive impact by becoming a sponsor. Your contribution fuels our initiatives to make a difference, and positions your organization as a dedicated partner to the wellbeing of our city and state.

Priority Branding Opportunities

Street banners and mile markers:

Deadline is **February 9, 2024**

Join us as a partner today by contacting

Alexandra Chery-Dorrelus

617.825.1917

Alexandra@LDBpeaceInstitute.org

Louis D. Brown Peace Institute

15 Christopher Street

Dorchester, MA 02122

www.LDBpeaceinstitute.org

www.MothersDayWalk4Peace.org

About The Louis D. Brown Peace Institute

The mission of the **Louis D. Brown Peace Institute** is to serve as a **Center of Healing, Teaching and Learning** for families and communities impacted by murder, trauma, grief and loss. In the three decades since its founding, the LDBPI has become an internationally-recognized, multi-service agency serving thousands annually. Our philosophies and work are embraced, emulated and honored nationwide by our collaborators in law enforcement, professional societies, faith communities, and academia.

During the week of Christmas in 1993, Chaplain Clementina Chéry's fifteen-year old son, Louis, a brilliant student and peacemaker, was murdered in the crossfire of a shootout. In the aftermath of this tragedy, she was without any support or information to guide her.

To honor Louis' legacy and to ensure that no other loved one would be left alone after the tragedy of homicide, Chaplain Chéry co-founded The Louis D. Brown Peace Institute.

The tragedy of homicide continues. In Massachusetts, there were 88 confirmed homicides in 2022. In Boston alone, there were 45. For every homicide victim, **there are at least 10 immediate family members directly impacted by that murder.** These survivors are dealing with the emotional, physical and financial stress of losing a loved one to a traumatic death, such as murder.

Guided by the Seven Principles of Peace: **Love, Unity, Faith, Hope, Courage, Justice, and Forgiveness**, we believe all families impacted by murder deserve to be treated with dignity and compassion, regardless of the circumstances. Through its programs and services, The Louis D. Brown Peace Institute serves as an oasis of hope for many families and survivors throughout the city of Boston, Commonwealth of Massachusetts and beyond.



**LOUIS D. BROWN
PEACE INSTITUTE**

Center of Healing, Teaching and Learning



Learn More and Be Inspired by Our Media

Annual Mother's Day Walk for Peace [website](#)

Video: [WHY I WALK](#)

Find more resources and promotional materials

[Our Homicide Response Toolkit](#)

Discover through Media:

LDBPI's informational [video](#)

A moment with the Celtics: [Jaylen Brown](#)

26th Annual Mother's Day Walk for Peace [Virtual](#)

Need help with registration? [Registration Tutorial](#)

