



**THE PROMISE OF EQUITY AND JUSTICE**  
PUBLIC INTEREST LAW CENTER ANNUAL EVENT 2021

THURSDAY, OCTOBER 21, 2021  
6 PM – 9 PM | VIE BY CESCAPHE

**SPONSORSHIPS 2021**

<http://one.bidpal.net/pilc2021>

## THE PUBLIC INTEREST LAW CENTER

The Public Interest Law Center uses high-impact legal strategies to advance the civil, social, and economic rights of communities in the Philadelphia region facing discrimination, inequality, and poverty. We use litigation, community education, advocacy, and organizing to secure their access to fundamental resources and services.

### OUR IMPACT

Since our founding in 1969 as an affiliate of the Lawyers' Committee for Civil Rights Under Law, we have made an impact in Pennsylvania and beyond. In 2020, we were as active as we have ever been:

- We helped lead the charge against unprecedented attacks on our democracy. Before the election, we used litigation to maintain and expand access to the ballot box during the pandemic with tools like drop-boxes. After the election, we represented voters and worked with a coalition of civil rights organizations to successfully fight back against a lawsuit filed by the Trump campaign; which sought to block the certification of every single vote in Pennsylvania.
- We continued to prepare for a trial in our case challenging Pennsylvania's inequitable and inadequate school funding system, now on track to begin in Fall 2021. By failing to support schools in every community, the General Assembly has created a system where the students who need the most get the least, because of where they live.

## OUR IMPACT CONT.

- We fully realized and launched Renters United Philadelphia, a new organization of renters standing up for safe, stable, and quality housing. We fought for eviction moratoriums and tenant protections, and worked across Philadelphia to fight back against illegal evictions when landlords sought to evade the law.
- We stood up to a federal policy that blocked thousands of business owners with criminal histories from receiving emergency aid to pay their employees while their doors were closed. In response to our lawsuit, the Small Business Administration changed its rules, greatly expanding eligibility.

We focus on “securing access to fundamental resources and services.” These resources and services are the foundations people need to build their lives: a voice at the ballot box, safe housing, healthy neighborhoods, quality education, and freedom from discrimination.

Supporting us through a sponsorship helps us build the foundation for the future, to continue to take on cases and projects that help thousands of people stand up for their rights.

# THE EVENT

Our Annual Celebration will attract over 300 of our most active supporters and allies, as well as business leaders and elected officials.

In addition to building resources to support our work, the event raises awareness for the challenges our clients face and provides a focused opportunity for local involvement.

## JOIN US TO CELEBRATE

### PUBLIC INTEREST LAW CENTER ANNUAL CELEBRATION

# 2021: THE PROMISE OF EQUITY AND JUSTICE

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This year honoring  
Jennifer Clarke, Former Public Interest Law Center Executive Director  
2006 – 2020

THURSDAY, OCTOBER 21, 2021  
6 PM – 9 PM | VIE BY CESCAPHE

Your sponsorship will be marketed to more than 9700 people based on the attached sponsorship benefits.

**THE DEADLINE TO MAKE YOUR COMMITMENT IS  
October 5, 2021.**

# SPONSORSHIP OPPORTUNITIES

## ***VISIONARY* SPONSOR: \$30,000 | Only 1 Available**

- Fifteen (15) tickets to event
- Full-page ad on back cover of program book (distributed to 300+)
- Presenting sponsor recognition and logo featured on printed invitation if pledge and logo are received by August 1
- Presenting sponsor recognition on event web page with hyperlink to your site
- Presenting sponsor recognition and logo in pre-event e-mail blasts (sent to 9700+ subscribers)
- Two dedicated social media posts on Facebook (Likes: 2200+) and Twitter (Followers: 3500+)
- *Visionary* sponsor recognition on signage at the event
- Logo featured on silent auction web page

## ***CHAMPION* SPONSOR: \$20,000+ | ONLY 2 AVAILABLE!**

- Ten (10) tickets to event
- Full-page ad on inside front cover of program book (distributed to 300+)
- Logo featured on silent auction web page
- Logo on event web page with hyperlink to your site
- Logo featured on printed invitation if pledge and logo are received by August 1 (Invitation mailed to 3200+)
- Logo on event web page with hyperlink to your site
- Logo in pre-event e-mail blasts (sent to 9700+ subscribers)
- Dedicated social media post on Facebook (Likes: 2600+) and Twitter (Followers: 3500+)
- *Champion* sponsor recognition on signage at the event
- Logo featured on silent auction web page

## ***DEFENDER SPONSOR:\$10,000 +***

- Eight (8 ) tickets to event
- Full-page ad in program book (distributed to 300+)
- Logo featured on printed invitation if pledge and logo are received by August 1
- Recognition on website event page with hyperlink to your site
- Logo in pre-event e-mail blasts (sent to 9700+ subscribers)
- Recognition on signage at the event
- Logo featured on silent auction web page

## ***ADVOCATE SPONSOR: \$5,000+***

- Six (6) tickets to event
- Half-page ad in program book (distributed to 300+)
- Name listed on printed invitation if pledge is received by August 1
- Recognition on website event page with hyperlink to your site
- Recognition in pre-event e-mail blasts (sent to 9700+ subscribers)
- Recognition on signage at the event

## ***ALLY SPONSOR: \$2,500+***

- Four (4) tickets to event
- Quarter-page ad in program book (distributed to 300+)
- Name listed on printed invitation if pledge is received by August 1
- Recognition on website event page with hyperlink to your site
- Recognition in pre-event e-mail blasts (sent to 9700+ subscribers)
- Recognition on signage at the event

**INDIVIDUAL TICKETS: \$150**

**TEACHER/STUDENT/NON-PROFIT COLLEAGUE TICKETS: \$75**

**ATTENDEE NAMES ARE DUE NO LATER THAN OCTOBER 15, 2021**

# PROGRAM BOOK ADS

**FULL PAGE** (5.5" wide x 8.5" tall) - \$1,000

**HALF PAGE** (5.5" wide x 4.25" tall) - \$500

**QUARTER PAGE** (2.75" wide x 4.25 " tall) - \$250

Submit full-color ads by emailing a  
“camera ready” ad to:

[mberton@pubintl.org](mailto:mberton@pubintl.org).

Electronic image requirements:  
jpg or pdf format, at least 300 dpi.

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**IF YOU WOULD LIKE YOUR SPONSORSHIP OR  
PROGRAM BOOK AD INCLUDED IN PRINTED  
MATERIALS AND SIGNAGE, THE DEADLINE TO  
MAKE YOUR COMMITMENT IS  
OCTOBER 5, 2021.**

## SPONSOR INFORMATION

Sponsor listed as:

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Contact Name:

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Contact Address:

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City

State

ZIP

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Telephone

E-mail

I agree to be a sponsor of the 2021 Public Interest Law Center Annual Celebration at the following level:

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Signature \_\_\_\_\_ Date \_\_\_\_\_

### PROGRAM BOOK ADS (for non-sponsors)

\_\_\_\_\_ will purchase an advertisement of the following size in the event's program book:

- Full-Page (5.5" wide x 8.5" tall) - \$1000
- Half-Page (5.5" wide x 4.25" tall) - \$500
- Quarter-Page (2.75" wide x 4.25" tall) - \$250

Email ads to [mberton@pubintl.org](mailto:mberton@pubintl.org). Electronic image requirements: color, jpg or pdf format, at least 300 dpi.

**The final date to purchase and submit a program book ad is October 5, 2021.**



## PAYMENT INFORMATION

Payment in full is requested with this form. Sponsorships or program book ads not paid when form is submitted will be invoiced.

- Check enclosed, payable to Public Interest Law Center
- Will pay online at <http://one.bidpal.net/pilc2021>
- Credit Card: *Circle one: Mastercard, Visa, American Express, or Discover*

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return completed form to **Michael Berton** by mail  
Public Interest Law Center  
1500 John F. Kennedy Blvd., Suite 802  
Philadelphia, PA 19102  
or email [mberton@pubintl.org](mailto:mberton@pubintl.org)

- Logos and program book ads should be emailed to:  
[mberton@pubintl.org](mailto:mberton@pubintl.org) by October 5, 2021
- Attendee names are due October 15, 2021

*The Public Interest Law Center is a registered charitable organization and is recognized by the Internal Revenue Service as a 501(c)(3) organization. The official registration and financial information of the Public Interest Law Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. The fair market value of each ticket used is \$75*