



INSPIRING VOICES 2018

SPONSORSHIP OPPORTUNITIES



About CLIA (Community Law in Action)

Founded in 1998, CLIA is a non-profit that develops young people in Baltimore and beyond to be leaders by connecting them to opportunities to amplify their voices, cultivate their skills, and actively participate in the process of positive community change.

CLIA has two objectives:

1. To develop young people to be leaders and advocates
2. To advance positive community change through public policy.

Through our Leadership Development and Advocacy training programs, we teach students to apply fact-based advocacy skills to solve issues they face, we connect them with key professionals and public officials, and we provide youth with real life work experience and guidance that compliments their goals and passions.

CLIA also works to change policy. Right now, we're training young people who have been directly impacted by the justice system as spokespeople and community organizers to change the current law allowing youth to be automatically charged as adults in Maryland.



About Inspiring Voices

At CLIA's annual Inspiring Voices Awards, we celebrate the dedicated efforts of those who create positive change in the lives of Baltimore City's youth. Our Inspiring Voices award winners make a difference in classrooms and boardrooms, on the streets and in the community.

The event attracts hundreds of attendees, leaders and influencers in law, policy, education, business, nonprofit, and more.

2017 Inspiring Voices Award Winners

Fagan Harris

CEO, Baltimore Corps

Laurie Latuda Kinkel

Program Officer, Goldseker Foundation

Rashad Staton

Program Assistant, Youth Initiatives and Collaboration, Family League of Baltimore

Leslie Wright

Director of City Programs, Citizenship Law Related Education Program



CLIA and Inspiring Voices by the Numbers

1998

The year CLIA first began supporting Baltimore's youth and the issues that impact them — in their schools, communities and lives

2,100

Number of youth in the region served each year by CLIA programs and initiatives

200+

Attendees at the Inspiring Voices Awards Event

22

Members on CLIA's board of directors, representing disciplines that make a positive impact on youth including law, education, finance, communications and policy

\$600,000

Funding needed fully support CLIA's programs and services each year



Why Sponsor Inspiring Voices?

Headlines and 30-second news segments don't tell the whole story of Baltimore. Every day, extraordinary young people are writing a hopeful narrative for a great American city. By sponsoring Inspiring Voices, you're helping our kids to advocate for justice, to bring healing to our communities, and to stand up for a stronger Baltimore.

As a youth empowerment and community event, Inspiring Voices provides an exceptional opportunity to reach a diverse and influential cross-section of influencers in Baltimore and Central Maryland's for a fraction of the cost of a standalone marketing campaign—all while making an impact for a great cause.

Our sponsorship packages were developed to provide maximum engagement and flexibility over an extended period of time. They also provide additional opportunities for customization.



Who Are Inspiring Voices Sponsorships Designed for?

Companies and organizations that serve Baltimore and Central Maryland—with a natural tie-in to education, business, law, and community-related interests:

- Professional Services (printing, corporate technology, office services, etc.)
- Human Resources (professional, technical and executive recruitment, etc.)
- Finance (investment, accounting, tax services, etc.)
- Dining and Entertainment (restaurants, music venues, theaters, etc.)
- Retailers (apparel, accessories, fashion, etc.)
- Home and Garden (design, furnishings, DIY, etc.)
- Legal (law firms, research services, etc.)
- Healthcare (insurance, providers, advocacy, etc.)
- Education (colleges, private schools, job training, etc.)
- Telecom services (cable, internet, security, etc.)
- And many more!

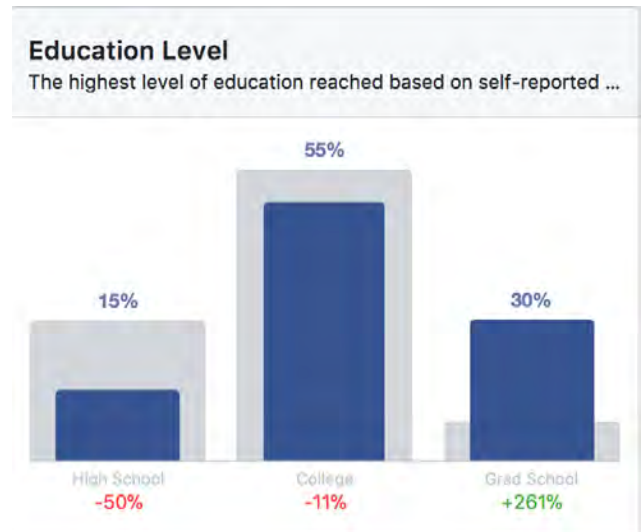


CLIA Audience Snapshot

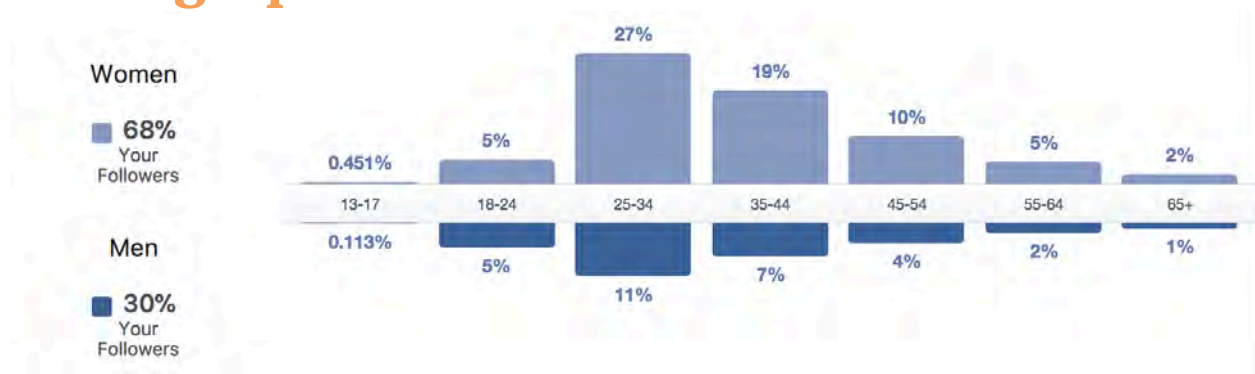
CLIA's audience represents a cross-section of the region, rich in diversity of perspective, beliefs, and experience. The following is a high-level profile of our audience based on Facebook insights.

The average person in the CLIA social media community...

- Is well educated
- Owns a home and is financially comfortable
- Lives in the Baltimore area
- Is politically active
- Is employed in government, policy, law, or education
- Is more likely to spend disposable income on home and garden products, eating out, clothing shopping



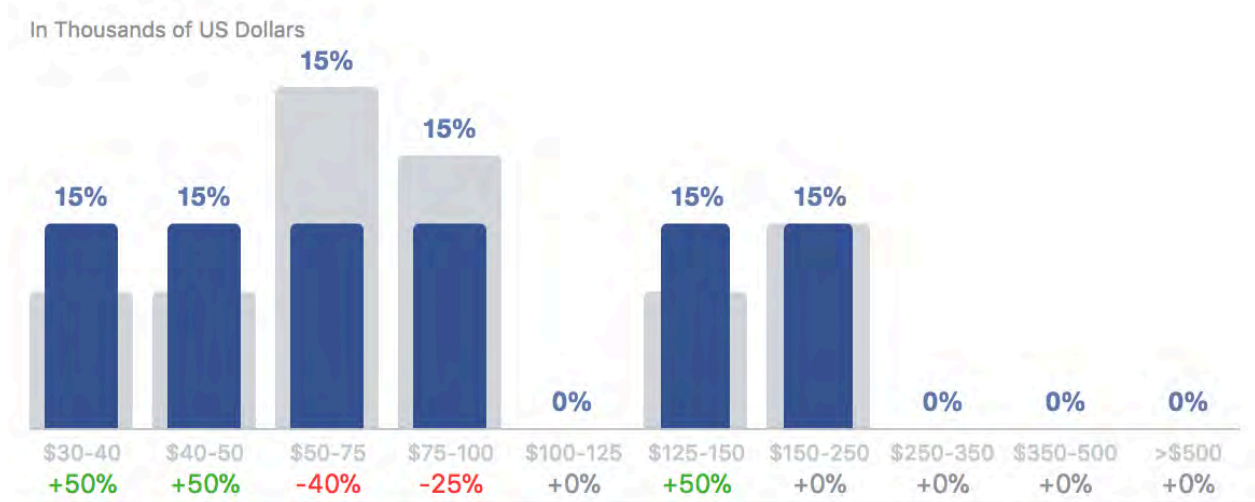
Demographic Distribution










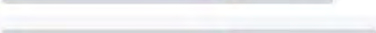
Geographic/Language Distribution

Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	856	Baltimore, MD	532	English (US)	855
Canada	3	Washington, DC	34	English (UK)	20
United Kingdom	3	New York, NY	11	Indonesian	3
Indonesia	3	Annapolis, MD	10	Spanish	2
India	3	Columbia, MD	7	French (France)	2

Household Income



Purchase Behaviors

Category	Selected Audience	Compare ▾
Home and garden	30% 	+100%
Clothing	65% 	+30%
Food and drink	95% 	+12%
Sports and outdoors	30% 	+0%
Subscription services	65% 	-13%
Household products	30% 	-25%
Health and beauty	30% 	-33%
Pet products	30% 	-40%

Top Organizations Affiliated With

1	Public & Government Service	Open Society Institute-Baltimore
2	Youth Organization	Advocates for Children and Youth
3	Education	Baltimore Education Coalition
4	Lawyer & Law Firm	Community Law Center, Inc. • FreeState Justice
5	Social Service	Center for Urban Families (CFUF)
6	Publisher	Urbanite Magazine
7	Urban Farm	Real Food Farm
8	Nonprofit Organization	Youth Empowered Society (YES) • Warnock Foundation
9	Political Organization	Elect Cory McCray • Leaders of a Beautiful Struggle • Maryland Democratic Party
10	Real Estate	Live Baltimore



Other Organizations They Like on Facebook

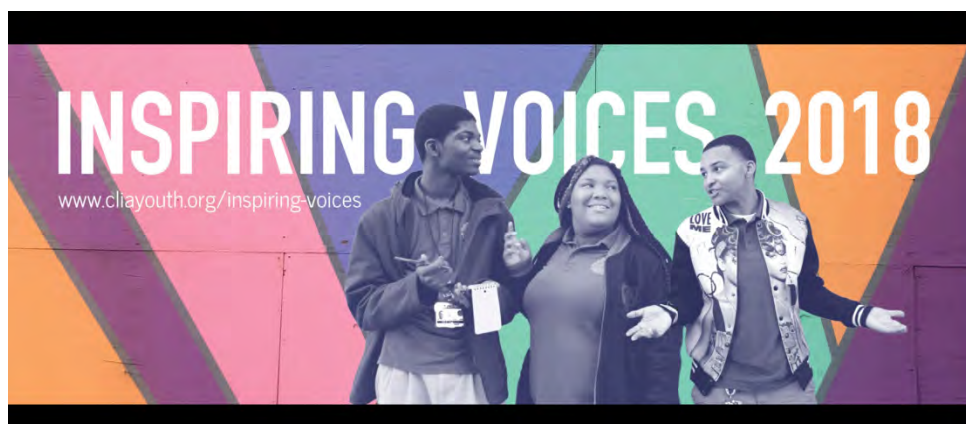
Page	Relevance ⁱ ▼	Audience	Facebook	Affinity ⁱ
Youth Empowered Society (YES)	1	100	1.6K	1407...
Open Society Institute-Baltimore	2	112	2.9K	8535...
Warnock Foundation	3	64	1.7K	8254...
Association of Baltimore Area Grantmakers (ABAG)	4	52	1.4K	8150...
Advocates for Children and Youth	5	64	1.7K	8049...
Baltimore Education Coalition	6	52	1.4K	8001...
DewMore Baltimore	7	52	1.5K	7605...
Community Law Center, Inc.	8	48	1.8K	5768...
Baltimore Community Foundation	9	44	1.7K	5508...
Baltimore Racial Justice Action	10	68	2.9K	5143...



Sponsorship Reach

Our sponsorship packages provide extraordinary reach for organizations looking to connect—affordably and effectively—with CLIA’s unique audiences. Impression statistics for packages include online as well as offline opportunities like print, public relations appearances, and supporting events leading up to and including Inspiring Voices. Data is current as of January 2018.

- Social Networks (Facebook, Twitter, Instagram): 1,600+ Fans/Followers
- Email List: 5,000+ Recipients
- Inspiring Voice Event: 200+ Attendees



At CLIA's fourth annual Inspiring Voices luncheon, leaders from all over Baltimore City will come together to celebrate dedicated efforts to create positive change in Baltimore City.

Do you know someone who is using their professional skills or volunteering their time to improve lives and transform Baltimore City? Nominate them as an Inspiring Voice: www.clayouth.org/inspiring-voices

Tag Photo Add Location Edit

Like Comment Share

Cathlene Funk Pauliny, Shanetta Paskel and 5 others

11 Shares



clayouth.org/inspiring-voices

Sponsorship Tiers

PRESENTING SPONSOR

\$5,000 (1 Spot Available)

Pre-event

- Exclusive naming rights: *Inspiring Voices presented by [Your Organization]*
- Presenting sponsor logo placement and link on Inspiring Voices Event Pages, including step and repeat
- Presenting sponsor name and logo placement on all emails, social media, and Inspiring Voices-specific communications
- Recognition in pre-event Inspiring Voices media communications including social media, press releases, and media appearances

Event

- On-stage opportunity to offer remarks at Inspiring Voices and present first award
- Presenting sponsor logo placement on all signage
- Priority logo placement on cover of event program plus a two-page ad spread
- Table to distribute promotional materials
- 10 free tickets to the event

Post-Event

- Logo and link on cliayouth.org for one year
- Logo placement in event-related thank you emails/social media posts following the event



cliayouth.org/inspiring-voices

VISIONARY SPONSOR

\$3,000 (3 Spots Available)

Pre-event

- Priority logo placement and link on Inspiring Voices Event Page
- Preferred corporate name and logo placement in Inspiring Voices communications on social media, print, and email
- Individual recognition in two dedicated pre-event social media posts

Event

- Preferred logo placement on signage at event, including step and repeat
- Preferred logo placement in event program guide
- Full page ad in in event program guide
- Sponsor of a selected reception area refreshment station
- Table to distribute promotional materials
- Mentions in event remarks
- 6 free tickets to the event

Post-Event

- Logo placement in event-related thank you email and social media mention following the event



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CHAMPION SPONSOR

\$1,500 (10 Spots Available)

Pre-event

- Logo placement and link on Inspiring Voices Event Page
- Corporate name in select Inspiring Voices communications on social media, print, and email
- Special recognition in 2-3 group Champion Sponsor social media posts.

Event

- Recognition on select signage at event
- Logo placement in event program guide
- ½ page ad in event program guide
- 3 free tickets to the event

Post-Event

- Logo placement in event-related thank you email and social media mention following the event



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ADVOCATE SPONSOR

\$500 (20 Spots Available)

Pre-event

- Logo placement and link on Inspiring Voices Event Page
- Special recognition in a group Advocate Sponsor social media post.

Event

- ¼ page ad in event program guide
- One free ticket to the event

Post-Event

- Organization mention in event-related thank you email and social media mention following the event



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FRIEND OF CLIA SPONSOR

\$250 (30 Spots Available)

Pre-event

- Sponsorship listing in select communications including emails and social media

Event

- Logo placement in the Inspiring Voices event program guide
- One free ticket to the event

Contact

For more information about these packages or to discuss a custom package that suits your organization's needs, please contact:

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