



Partnership for Southern Equity

TOGETHER WE PROSPER



SURJE



**Southern Unity
For Racial Justice & Equity
SUMMIT**

**20
23**

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CELEBRATING A LEGACY

Fulfilling a Dream



Sponsorship Proposal





**Renasant Convention Center
October 5th-7th, 2023
Memphis, Tennessee**

The Southern Unity for Racial Justice and Equity Summit (SURJE) aims to convene national partners, allies, and friends for learning, dialogue, and healing. For three days, prepare to be engaged, celebrated, and inspired through a series of events that include networking, expert panels, workshops, and more. Set against the backdrop of a culturally rich and soulful city, we will come together as a call to action for the mobilization of a just equity ecosystem and unite in the spirit of restoration; exploring Memphis and its offerings.

SURJE SUMMIT

Southern Unity for Racial Justice and Equity

20
23



“The people closest to the problem are closest to the solution.”

-Nathaniel Smith

Founder and Chief Equity Officer
Partnership for Southern Equity

A Letter From Our Founder

Thank you for your interest in becoming a sponsor of the Southern Unity for Racial Equity and Justice Summit (SURJE). This will be a transformational event that will not only bring Atlanta and Memphis together, but also provide a space where leaders can anchor Racial Equity and help begin the process of co-creating the future we want to see.

As a leader in the community, your involvement through sponsoring our summit is an opportunity for your organization to become part of a movement where we can galvanize leaders from across the South to move the needle for racial equity. Beyond your sponsorship, we welcome you to join us by participating in our full agenda of events.

The time has come to create a new narrative and a new story that will speak and inspire people from the American South and all over the world. SURJE will attempt to do that and more. It is time to come together to create a new vision toward a better tomorrow.

On behalf of the Southern Unity for Racial Equity and Justice Summit, we thank you for your support.

CONTENTS

WHAT IS **SURJE**

PORTFOLIO PROGRAM WORK

SPONSORSHIP OPPORTUNITIES



What is SURGE?

Focusing on six key areas: Energy, Growth, Health, Impact, Opportunity, and YES! for Equity, PSE has developed strong partnerships, which have resulted in a series of successful policy initiatives that helped elevate and enable the communities we serve.

The goal of the Southern Unity for Racial Justice and Equity Summit is to provide a space where leaders can anchor Racial Equity and help begin the process of co-creating the future we want to see. If we can galvanize leaders from across the South to move the needle for racial equity, then we can change the world.

Memphis and Atlanta will always have a meaningful connection due to the history and legacy of Dr. King. The work of organizing sanitation workers in the 1960s is emblematic of the work we are doing today at PSE. We invite you to join us to begin the process of building the future we want together and creating a movement to spark national change that is anchored in the South.

The Southern Unity for Racial Justice & Equity Summit will equip and inspire—via content and memorable, participatory experiences—nonprofit organizations, government entities, policymakers, and corporate professionals at the executive and staff levels to do their jobs better, in order to deliver equity and racial equality for Black people and those from disinvested communities of color.

Summit Goals

- **Foster new collaborations and networks** among community institutions, policymakers, and stakeholders.
- **Identify and incorporate** what works in the collaborative nature of equity—informed by evidence from evaluation and research—to learn from failures.
- **Create new ideas and opportunities** from the communities we serve and from outside our field, while establishing relationships and partnerships with community leaders across all issue areas.
- **Change how the world sees racial justice and equity** while demonstrating our ability to deliver societal value and impact.

THE PARTNERSHIP FOR SOUTHERN EQUITY

The Partnership for Southern Equity (PSE) advances policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South. Through forums, research, and organizing efforts, PSE brings together the regional community to lift and encourage just, sustainable, and civic practices for balanced growth and opportunity.

OUR PROGRAM WORK

JUST GROWTH

Just Growth has created a powerful community engagement platform for residents of all races, incomes, and backgrounds to influence decision-making within development projects that impact them so that all may prosper from decisions that shape the places they live.

Just Growth focuses its engagement strategies in:

- Equitable Transit Oriented Development
- Equitable Planning
- Anti-Displacement
- Community Capacity Building
- Equitable Green Infrastructure



JUST ENERGY

Just Energy works with its partners to educate and engage low-income communities of color about the sourcing and commodification of power generation in Georgia. While unfamiliar to many residents, those policies significantly impact household utility bills and impinge on the overall quality of air, water, and other natural resources that affect our health and well-being. Just Energy has developed innovative programming in the areas of:

- Leadership Development
- Equitable Energy Access
- Equitable Access to Green Jobs



JUST OPPORTUNITY

Just Opportunity works with its partners to advance an economic inclusion agenda that promotes and increases equity in the distribution of income, wealth building, employment, and entrepreneurship among vulnerable populations.

Just Opportunity is creating strategies and solutions that focus on:

- Equitable Economic Opportunities
- Social and Economic Research on Employment in the Atlanta Region



JUST HEALTH

Just Health works to advance health equity in Appling, Chatanooga, Clay, Cook, Decatur, Early, Elbert, Hancock, Haralson, Lumpkin, and Miller counties participating in The Two Georgias Initiative (TGI). The team has built relationships with the local partnerships and coalitions working to improve access to healthcare and resources. Just Health provides direction to rural counties through:

- Community Health Improvement Plans
- Community Outreach & Engagement Strategies
- Technical Support



D.R.I.P/ IMPACT

The Partnership for Southern Equity's Impact team is comprised of the Data, Research, Innovation, and Policy (DRIP) Team, PSE's social enterprise consultancy work through Just Solutions, and oversees volunteer support and leadership academies across the organization.

- The team is committed to applying an equitable methodology to every project.
- The D.R.I.P team is partnered alongside the Justice40 Accelerator project to create a StoryMap that helps shed light on some of those details



ORGANIZING UNIT

YES! for Equity is a national training and movement-building force built on the belief that racial equity and inter-generational power-sharing are essential to creating community change. The team is growing the youth movement through youth-led trainings, the YES! for Equity Youth Network, a youth-led agenda, direct advocacy, and specific initiatives: Georgia Alliance of Men & Boys of Color Youth Advisory Council, and the Youth Leaders for Equity.

- Youth Leader and Adult Ally Trainings
- Youth Councils and Growing
- Youth-Led Movements
- Community Organizing



SURJE is PSE's inaugural summit with plans to serve attendees throughout the region. SURJE will be held in Memphis, TN this year. The emphasis for this summit will focus not only on information sharing within the equity ecosystem but also on a healing space for those involved in this work. PSE acknowledges that this work is not only hard work but heart work and is therefore determined for this event to be meaningful for all.

Pre-conference activities that include a Funders' Reception will begin on October 4th, with the full conference taking place from October 5th to 7th. Prepare to experience dynamic sessions, insightful collaboration, network with old and new colleagues, and enjoy enlightening plenaries.



750-1000
attendees
expected to join
the summit.



PSE's circles,
connect **100+**
organizations in
Metro Atlanta.



Yes! For Equity
granted **50k** for
youth-led
advancement of
racial equity.

Sponsorship Opportunities

- \$250,000 Equity Partner**
- \$100,000 Justice Partner**
- \$50,000 Unity Partner**
- \$25,000 Organizer Partner**
- \$10,000 Grassroots Partner**
- \$5,000 Circle Partner**
- (10) Scholarship Support Partners**

Benefits Breakdown

Equity Partner \$250K+

Exclusive Title Sponsor Benefits

- On-screen recognition throughout the program
- Five-minute remarks at opening sessions
- Nathaniel O. Smith, Sr. Lecture series sponsorship – signage plus acknowledgment
- In-person exhibition space, with the option to provide branded giveaways
- A virtual sponsored session with logo placement on Zoom
- One-minute promotional video during the summit
- Logo on the opening screen at the plenary
- Virtual exhibition hall via the Whova event platform
- Prominent acknowledgment of all marketing materials
- Partnership and collaboration opportunities with other sponsors
- Joint marketing opportunities
- Visibility of name and logo amongst SURJE audiences
- Early bird discount for additional registrations
- Name, logo, & URL placement on PSE's website and SURJE's microsite
- Listing your company name, website, and company description in the Whova mobile app
- Name and logo placement on email materials promoting the summit
- Fifteen (15) event registrations

Justice Partner \$100K+

Sponsor Benefits

- On-screen recognition throughout the program
- In-person exhibition space, with the option to provide branded giveaways
- A virtual sponsored session with logo placement on Zoom
- One-minute promotional video during the summit
- Logo on the opening screen at the plenary
- Virtual exhibition hall via the Whova event platform
- Partnership and collaboration opportunities with other sponsors
- Prominent acknowledgment on all marketing materials
- Joint marketing opportunities
- Visibility of name and logo amongst PSE audiences
- Early bird discount for additional registrations
- Name, logo, & URL placement on PSE's website and SURJE's microsite
- Listing your company name, website, and company description in the Whova mobile app
- Name and logo placement on email materials promoting the summit
- Eight (8) event registrations

Unity Partner \$50k-\$99k

Sponsor Benefits

- Virtual exhibition hall via the Whova event platform
- Partnership and collaboration opportunities with other sponsors
- Prominent acknowledgment on all marketing materials
- Joint marketing opportunities
- Visibility of name and logo amongst SURJE audiences
- Logo on the opening screen at the Plenary Session
- Early bird discount for additional registrations
- Name, logo, & URL placement on PSEs website and SURJE microsite
- Listing your company name, website, and company description in the Whova mobile app
- Name and logo placement on email materials promoting the summit
- Four (4) event registrations

Organizing Partner \$25k-\$49k

Sponsor Benefits

- Joint marketing opportunities
- Visibility of name and logo amongst PSE audiences
- Earlybird discount for additional tickets
- Name, logo, & URL placement on PSE's website and SURJE microsite
- Listing your company's name, website, and company description in the Whova mobile app
- Name and logo placement on email materials promoting the summit
- Three (3) event registrations

Grassroots Partner \$10k-\$24k

Sponsor Benefits

- Visibility of name and logo amongst PSE audiences
- Early bird discount for additional registrations
- Name, logo, & URL placement on PSE's website and SURJE microsite
- Listing your company's name, website, and company description in the Whova mobile app
- Name and logo placement on email materials promoting the summit
- Two (2) event registrations

Circle Partner \$5k

Sponsor Benefits

- Visibility of name and logo amongst PSE audiences
- Early bird discount for additional tickets
- Name, logo, & URL placement on PSE's website and SURJE microsite
- Listing of your company's name, website, and company description in the Whova mobile app

Scholarship Support Partner

(10) \$11k Scholarships

Sponsor Benefits

- Ten (10) scholarship registrations, including Nathaniel Q. Smith, Sr. Lecture series attendance
- PSE and/or sponsor will select scholarship ticket recipients
- Name, logo, & URL placement on PSE's website and SURJE microsite
- Name and logo placement on email materials promoting the summit
- Listing your company's name, website, and company description in the Whova mobile app

Additional Sponsorship Benefits

- Your organization will reach foundation executives who are committed to advancing racial equity.
- Excellent networking opportunity to build business relationships with invested and connected community leaders and key constituents.
- Logo and name visibility in pre-event communications, at the event, and in after-event materials.
- Marketing, public relations, and philanthropic exposure of your organization.
- Reach target markets, create high-impact brand awareness, and support communities of color.
- Keynote and Plenary sponsor opportunities.

Additional Conference Sponsorship Opportunities

- \$75,000 Technology Sponsorship
- \$50,000 Meditation/Wellness Sponsorship
- \$50,000 Scholarship Registration Sponsorship
- \$40,000 Entertainment Sponsorship
- \$30,000 Keynote or Session Sponsorship
- \$25,000 Cocktail Reception
- \$15,000 Refreshment/Break Sponsorship
- \$10,000 Roundtable/Host Sponsorship
- \$10,000 Virtual concert or performance
- \$10,000 SWAG for conference attendees
- \$10,000 SWAG Virtual Room
- \$5,000 SURJE/Nathaniel Q. Smith Sr. Lecture Awards Exhibition Space

Sponsorship Purchase Link: <http://bit.ly/SponsorSURJE>

For information or to confirm your sponsorship, please contact:

Jonise Cromartie @jcromartie@psequity.org

For more info on PSE, please contact: info@psequity.org

SCAN ME!



Benefits

Equity
250k

Justice
100k

Unity
50k

Organizing
25k

Grassroots
10k

Circle
5k

Two-minute remarks at opening session	●					
Nathaniel Q. Smith Sr. Lecture sponsorship signage + acknowledgement	●					
On screen recognition throughout program	●	●				
In-person exhibition space, with option to provide branded giveaways	●	●				
A virtual sponsored session with a logo placement on Zoom	●	●				
One-minute promotional video during the summit	●	●				
Logo on opening screen at plenary	●	●	●			
Virtual exhibition hall via the Whova event platform	●	●	●			
Partnership and collaboration opportunities with other sponsors	●	●	●			
Joint marketing opportunities	●	●	●	●		
Visibility of name and logo amongst PSE audiences	●	●	●	●	●	
Early bird discount for additional registrations	●	●	●	●	●	●
Name, logo, & URL placement on PSE's website and SURJE microsite	●	●	●	●	●	●
Listing of your company's name, website, and company description in the Whovamobile app	●	●	●	●	●	●
Name and logo placement on email materials promoting the conference	Most prominent	Most prominent	Most prominent	●	●	●
Full event registrations	15	8	4	3	2	1



As a leader in the American South for racial equity, our mission has positioned us to partner with a rich, ever-growing ecosystem of both philanthropic and fee-for-service partners.

PRIORITIZED

hiring a Director of Resource Development to manage the day to activities associated with a budget of

\$9M

AWARDED

regrants worth

\$225K

and more

PROVIDED

grants, training, and technical assistance to

50+

community-based groups and resident leaders in Georgia.

*** So far, we have raised over **\$7.3M** in program funding but we need your help to make SURJE a success!**

Learn more about PSE today Visit www.psequity.org or scan the QR code.



Sponsorship Purchase Link:
<http://bit.ly/SponsorSURJE>

For information or to confirm your sponsorship, please contact:
Jonise Cromartie
jcromartie@psequity.org

SCAN ME!

