



Honoring the 28th Annual United Nations International Day of Peace

www.InternationalDayofPeace.org/

Cover Letter

To: Potential Sponsor

From: Unity Foundation & Culture of Peace Initiative, "Peace Day Broadcast" Producers

Regarding: United Nations Global Peace Day Broadcast Sponsorship Opportunity

Dear "X",

Building on the success of the first ever "UN PEACE DAY GLOBAL INTERNET BROADCAST" in 2009, which saw more than 2 million viewers, we are proud to announce the PEACE DAY 2010 event. Event producers are now seeking corporate and non-profit sponsors for funding this year's event, and it is our pleasure to extend an invitation to your organization to participate.

Established by U.N. resolution in 1982, "Peace Day" has grown to include millions of people around the world who participate in all kinds of events, large and small. Since its inception, The International Day of Peace has been a focal point for Peacebuilding organizations to showcase, educate and advocate on behalf of the solutions they offer. Over the years, September 21st, Peace Day, has become a *uniquely* intergenerational and inter-community event, engaging all sectors of society including: governments, faith groups, non-profits, universities, businesses & Non-governmental organizations.

In the past few years, it's been a day of global ceasefire, which has had a tremendous impact on millions of children, especially in Afghanistan, who've been immunized from polio and had food delivered on this day. As the world becomes increasingly interconnected through technology, Peace Day is being frequently adopted as a day to unite on the most urgent issues of our time: climate change, the environment, hunger & poverty, social justice, & human rights. The Peace Day Broadcast is a means for further connecting these groups and educating people from around the world.

In 2009 the global broadcast was twelve hours long, focusing on the activities of Peacebuilding groups, corporations, and individuals from around the globe working to achieve the United Nations Millennium Development Goals. The broadcast was aired with live studio controls three times consecutively starting at the International date line and continues to play on a 12 hour loop over multiple websites such as www.peaceday2009.org to this day. This year's event will also play continuously after the live broadcast event is recorded. The event player can be embedded on websites, social networks such as Facebook, and other digital medium channels.

This year's event is scheduled to be twenty-four hours long, it will contain live feeds from celebrations around the world, pre-produced segments featuring Peacebuilding partners and sponsors, entertainment, Youth Peace Ambassador interviews such as last year's with Michael Franti and Joan Baez, and feature new technologies designed for improving all sectors of our society.

There are several different levels at which you can participate in supporting the Broadcast. Each level offers excellent exposure and promotional opportunities for your organization. This event is produced by a non-profit 501(c)3 therefore all sponsorship contributions are tax-deductible in accordance with IRS regulations.

**For more information please contact The Unity Foundation
Mr. Bill McCarthy: 310-450-5592 e-mail: unityfoundation1@aol.com**

SPONSORSHIP OPPORTUNITIES



Honoring the 28th Annual United Nations International Day of Peace

“Title” Sponsorship - \$100,000

Your organizations name will always appear below the title of the event on all marketing materials worldwide before, during and after the broadcast in the format below:

“Peace Day 2010”

Presented by The Unity Foundation in partnership with Pathways To Peace, International Secretariat for The Culture of Peace Initiative (CPI)

Sponsored by: “Name of Company”

“Title” Sponsor also receives all benefits listed for Diamond Sponsorship.

Other Sponsorship Levels:

Diamond Sponsorship	\$ 50,000	Platinum Sponsorship	\$ 25,000
Gold Sponsorship	\$ 10,000	Silver Sponsorship	\$ 5,000

The following two pages provide a general overview of the various promotional opportunities available for sponsors of “*Peace Day 2010*”. Details regarding any of the following promotional benefits, including number and size of items offered, to any individual, organization or corporation will be determined based upon the level of sponsorship. Special sponsorship packages beyond the ones listed can also be created on a case by case basis, please contact to arrange a package that works for you.

“Diamond” Sponsorship - \$ 50,000

Below the title identification as follows:

“Peace Day 2010”

Presented by The Unity Foundation in partnership with Pathways To Peace, International Secretariat for The Culture of Peace Initiative (CPI)

(Sponsored by: Title Sponsor name here)

In Association with “Name of Company” and “Name of Company”

You would be one of two below the Title sponsor and your corporate name would always appear in this placement on all marketing activities before, during, and after the global broadcast. “Diamond Sponsor” benefits are listed in the table below, the Title Sponsor also receives the Diamond benefits.

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“Diamond & Platinum Sponsor Benefits”

DIAMOND SPONSOR - \$ 50,000

- Logo splashed on broadcast twice hourly
- Live segment on show from your HQ
- Internet Signage on websites
- Corporate Interview added to Broadcast
- Broadcast Ticker Acknowledgment
- TV and Radio Acknowledgment
- 30 second PSA every 1/2 hour
- Full color ad on Official Websites
- Feature interview on the 1-hour Positive Spin TV-show, DVD provided.
- Verbal Acknowledgment by Hosts of Internet Event every half hour
- Inclusion in and use of Event Photographs
- Special Sponsor Photo Opportunities
- Post-Event Media Thank You
- CEO/Corp Minute Message
- Corp Premium/Tie-In Offers
- Named as Official Partnering Sponsor

Corporate Logo on 1st Tier Position for:

Logo size is 250 x 250

- Event Trailers Videos
- Partnering Web-Sites
- All press & marketing materials
- Official T-Shirt/Merchandise
- Official Posters
- Sponsors Page on Website
- Schedule of Events
- All Press Releases
- On-Air Credit
- All Press Conferences

PLATINUM SPONSOR - \$ 25,000

- Internet Signage
- TV & Radio Acknowledgment
- 30 second PSA every hour
- Full color ad on Official Website
- Guest appearance ad DVD of 1-hour TV-show, Positive Spin
- Verbal Acknowledgment by Hosts of Internet Event every hour
- Inclusion in and use of Event Photographs
- Special Sponsor Photo Opportunities
- Post-Event Media Thank You
- Corp Premium/Tie-In Offers
- Named as Official Sponsor

Corporate Logo on 1st Tier Position for:

Logo size is 175 x 175

- Event Trailers
- Web-Sites
- All press & marketing materials
- Official T-Shirt/Merchandise
- Official Poster
- Sponsors Page on Website
- Schedule of Events
- All Press Releases
- On-Air Credit
- All Press Conferences

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“Gold & Silver Sponsor Benefits”

GOLD SPONSOR - \$ 10,000

- Internet Signage
- Four 30 second corporate PSA placements during broadcast event
- TV/Radio Acknowledgment
- Color ad on Official Website
- Listing as Official Sponsor
- Mention and segment on 1-hour Positive Spin TV show
- Copies of Event Poster
- Access and use of Event Photographs
- Special Photo Opportunities

Logo receives 3rd Tier Position on:

Logo size is 125 x125

- Web-Sites
- All press & marketing materials
- Official T-Shirt/Merchandise
- Official Poster
- Sponsors Page on Official Website
- Schedule of Events
- All Press Releases
- All Press Conferences
- All media credit listings

SILVER SPONSOR - \$ 5,000

- Internet Signage
- TV/Radio Acknowledgment
- Ad on Official Website
- DVD of 1-hour Positive Spin TV show
- Two 30 second corporate PSA placements during broadcast event

Logo receives 4th Tier Position on:

Logo size is 90 x 90

- Web-Sites
- All press & marketing materials
- Official T-Shirt/Merchandise
- Official Poster
- Sponsors Page on Official Website
- Schedule of Events
- All Press Releases
- All Press Conferences
- All media credit listings

You may view the 2009 Peace Day Broadcast Introduction on YouTube here:
www.youtube.com/watch?v=-EcQ8OzDWvQ

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