

SPONSORSHIP KIT

IN THE CAUSE OF LIBERTY

Chase Center on the Riverfront
October 14, 2015

Kandler Dinner
THIRTIETH ANNIVERSARY
1985–2015



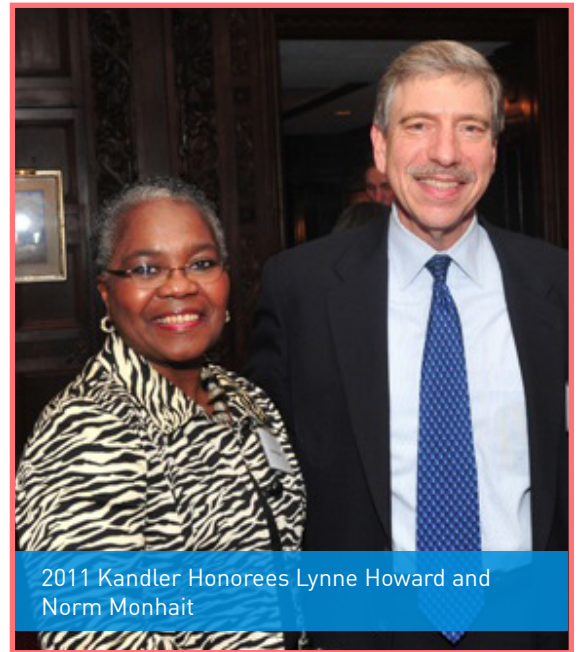
ACLU

AMERICAN CIVIL LIBERTIES UNION
of DELAWARE

About the ACLU of Delaware

Founded in 1961, the American Civil Liberties Union of Delaware—the local affiliate of the national ACLU—is a nonprofit, nonpartisan organization dedicated to protecting and expanding the fundamental liberties and civil rights guaranteed to all Delawareans in the state and federal constitutions. We are a first resort when the government threatens our rights and a last hope when we are deprived of our liberties.

The ACLU of Delaware receives no government funding and depends entirely on sponsorships of our Kandler Dinner, private gifts of support from our membership, legal fees from successful cases, foundation grants and bequests.



About the Kandler Memorial Awards Dinner

Celebrated annually for the last 30 years, the Kandler Memorial Awards Dinner is the ACLU of Delaware's most popular event. The dinner is named for former ACLU-DE president Gerry Kandler and honors Delawareans who have made an indelible mark on our community as advocates and defenders of civil liberties.

Gerald E. Kandler (1932–1985) turned a childhood filled with adversity into a life of compassion and advocacy. Born in Germany, Gerry escaped to England as part of the Kindertransport and came to the United States at the age of 12. A superb constitutional lawyer who studied at the University of Pennsylvania, Gerry served as president of the ACLU of Delaware for 14 years until his death. He was a tireless champion for those whose civil liberties and rights were in jeopardy.

His extraordinary passion for public education and the rights of those less fortunate led to critical changes for students in Delaware, including securing free appropriate education for all special-needs children, the establishment of clear and precise policies on students' rights and responsibilities, and the desegregation of New Castle County schools.

This year, we present the Kandler Award to *Daniel G. Atkins, Esq.*, a Community Legal Aid Society, Inc. attorney who champions rights of the disabled, and *The Wilmington HOPE Commission*, which promotes the revitalization of Wilmington's most underserved communities.

The Profile of an ACLU Supporter

- 65% male, 35% female
- Usually have at least some college education. Approximately 60% have a post-graduate degree.
- 70% have a Facebook presence, and 30% are on Twitter.
- They receive emails from the Obama campaign, MoveOn, Planned Parenthood, Amnesty International, NPR, and Common Cause.

Demographics of ACLU Online Supporters

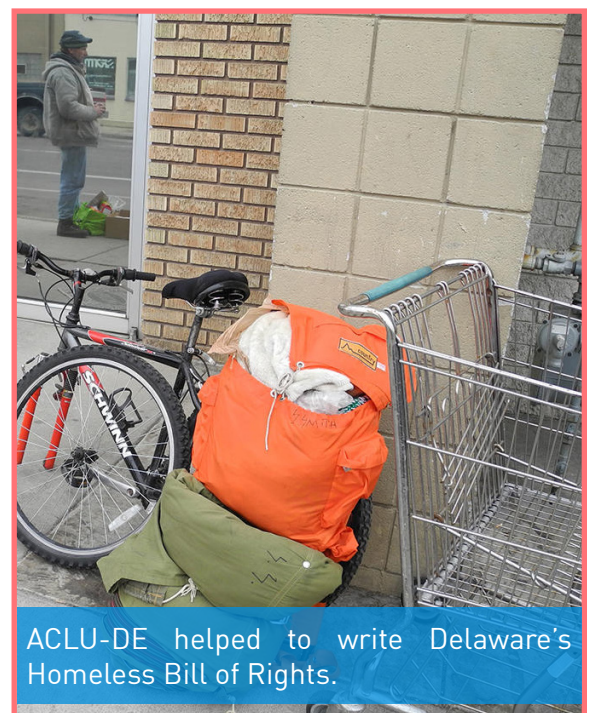
- 38% < 35 | 34% 35-49 | 28% 50+
- Cite email, newspapers, NPR, and nonprofits as their top news sources.
- Among the 20% of online supporters who read blogs for news, the ACLU blog is 5th most read (After HuffPo, Daily Kos, Salon, and Politico).
- 99% check their email daily.
- 37.5% check Facebook daily.
- 23% make mobile purchases.
- Steadily growing Spanish-language readership.

Demographics of the Dinner Attendees

- 6% < 35 | 21% 25-49 | 29% 50-64 | 35% 65-74 | 9% 75+
- Cite newspapers, local TV, magazines, and NPR as their top news sources.
- 93% check their email daily.
- 19.5% check Facebook daily.
- 14% make mobile purchases.

Our Reach

- Over 200 guests expected at the event.
- Average monthly website viewership of 3100. By location, most visitors come from Wilmington, which accounts for 8% of the traffic. Dover accounts for 4% and Newark for 2%. On average, visitors look at 2 pages and stay for nearly 2 minutes.
- Quarterly newsletter readership of approximately 1700 by mail. Articles are also available on the website.
- Over 900 Facebook fans. By location, most fans are from (in decreasing order) Wilmington, Newark, Dover, New Castle, Bear, and Kent County as a collective. Average number of daily interactions is 203.



ACLU-DE helped to write Delaware's Homeless Bill of Rights.

CONTACT

The ACLU of Delaware offers a wide range of valuable sponsorship opportunities for the Kandler Memorial Awards Dinner. Our communications team can also tailor a plan to your specific goals and objectives.

Contact Rebecca Girtlen at rgirtlen@aclu-de.org to secure your sponsorship.

PREMIER SPONSORSHIPS

Cocktail Hour Sponsor

A highlight of the Kandler Dinner is the pre-dinner cocktail hour. Old and new friends join together to celebrate friendship, community, and their shared interest in protecting the freedoms of all Delawareans. Your sponsorship will underwrite the cost of the party while giving you exclusive access to our supporters.

- o Naming rights for the cocktail hour, to be used on printed invitations and all other digital and print collateral
- o Logo or other custom design on cocktail napkins used at the reception
- o On-site product sampling /brand experience negotiable
- o Branded registration confirmation emails
- o Premium-location table for up to 8 designated with table signage
- o Two reserved seats at the head table
- o 120 second spot on looping digital projection recognizing top sponsors
- o Full page program ad on inside front cover
- o Premium newsletter recognition with logo

\$6000—Limit one on first-come basis. Deadline 8/14 for inclusion on invitations.

Video Internship/Photography Sponsor

Each year, a new media student or recent graduate is given the opportunity to create short biopics about the Kandler awardees as part of an ACLU-DE video internship. It's a great way to highlight our honorees while introducing the intern to the work of the ACLU and adding to their professional portfolio. They also complete 1-2 shadow days at a local media firm and attend the dinner to see their work on the big screen. Your sponsorship will underwrite that experience, as well as the photography for the event.

- o Naming rights for the internship (Name order given on first-come basis)
- o Logo used in connection with all internship advertising
- o If in a related field, opportunity for the intern to shadow at your company for 1-3 days and blog/vlog the experience. Content would be sharable across your channels and ACLU-DE's.
- o Prominent attribution with logo included in video credits
- o Two tickets
- o Linked event webpage recognition
- o Third page program ad

\$750—Limit two on first-come basis. Deadline 8/7 for inclusion on internship advertising.



OTHER AVAILABLE PACKAGES

Defender of Liberty

Your sponsorship will fund coalition- and partnership-building efforts that allow us to broaden the impact of all aspects of our work, such as the Coalition for Fairness and Equity in Schools, a diverse group of individuals and organizations working to keep students in school and out of the juvenile justice system.

- o Prominent-location table for up to 8 designated with table signage
- o 90 second spot on looping digital projection recognizing top sponsors
- o Full page program ad
- o Prominent newsletter recognition with logo
- o 8.25" x 3.25" ad in your choice of 2 quarterly newsletters
- o Banner ad on the event webpage
- o Opportunity for promotional materials to be included at each place setting

\$3000—Deadline 9/30 for sponsorship.

Partner in Justice

Your sponsorship will defray litigation costs and fund other aspects of our legal program, such as the expanded capacity provided by our newly-added staff attorney position.

- o Preferred-location table for up to 8 designated with table signage
- o 60 second spot on looping digital projection recognizing top sponsors
- o Half page program ad
- o Newsletter recognition
- o Event webpage recognition

\$2000—Deadline 9/30 for sponsorship.

Friend of the Constitution

Your sponsorship will fund our efforts to educate Delawareans about their rights, such as 2 school discipline Know Your Rights trainings for 30 students and accompanying community/parent strategy sessions to end school push out.

- o Four tickets to use as giveaways
- o Four individual one-year ACLU memberships to use as giveaways
- o 8.25" x 3.25" ad in your choice of 2 quarterly newsletters
- o 60 second spot on looping digital projection recognizing top sponsors
- o Third page program ad

\$1000—Deadline 9/30 for sponsorship.

Advocate

Your sponsorship will fund our work to create policy change at the city and state level, such as 2 months of access to advocacy tools used to engage and mobilize supporters around ACLU issues.

- o Two tickets
- o 30 second spot on looping digital projection recognizing top sponsors
- o Third page program ad

\$500—Deadline 9/30 for sponsorship.

PROGRAM ADS

All preformatted ads must be in black and white, 300 dpi or above, and in the dimensions specified below. Files should be .pdf, .eps, or .jpg only. Layout services available free of charge; please notify us in advance. *All artwork must be emailed to rgirten@aclu-de.org by 10/2.* Artwork received after that date may not be included in the program.

Full Page on Inside Back Cover—\$700

5" x 8"

Full Page—\$500

5" x 8"

Half Page—\$300

5" x 3.75"

Third Page—\$175

5" x 2.5"

Business Card Size—\$75

3.5" x 2"

