



With half of the workforce in Boston being classified as young professionals, and nearly half of young professionals in Greater Boston being people of color, the business community must play a key role in improving the city's image and increasing access to opportunities to attract and retain young talent. Retention of young people of color is of critical importance to our future as a region. Therefore, creating lasting professional connections for employees will increase the talent pipelines of the business community, enhancing diversity and celebrating opportunity. Fierce Urgency of Now is a festival dedicated to convening, empowering, and celebrating the incredible diversity in our community. Inspired by Dr. Martin Luther King Jr.'s speech at the March on Washington for Jobs and Freedom, this festival is meant to build connections, advance careers, and ignite positive change.

Organized by City Awake, the Greater Boston Chamber of Commerce's young professional platform, Fierce Urgency of Now is a decentralized festival with 30+ events hosted by organizations and businesses across Greater Boston. The events and conversations throughout the festival highlight the experiences, challenges, and opportunities for young professionals of color in Boston. From day parties to workshops, workout classes to keynote speakers, Fierce Urgency of Now rewrites the narrative of Boston, making it an anti-racist city that is more inclusive, more accessible, and more welcoming to *all*.



"As a young Latina who grew up in the Greater Boston Area, I am such an advocate of the Fierce Urgency of Now Festival. While our city collectively hosts many events that provide a multitude of opportunity to network, they do not compare to the FUN festival. It is unique in the audience that it targets young diverse professionals and its wide scope of programming."

Josephina Reyes, Director of Innovation

Commonwealth Corporation



CITY AWAKE



Greater Boston
Chamber of Commerce



ENGAGE WITH THOUSANDS.

Sponsors can leverage their relationship with Fierce Urgency of Now to connect with thousands of attendees throughout the 30+ community events. The festival has convened over 10,000 attendees since 2017. We anticipate 2023 to be bigger and better than ever before.

CELEBRATE BOSTON'S DIVERSITY.

Research proves that diverse teams outperform homogeneous ones. During the 30+ events, sponsors will have their brand in front of thousands of potential job candidates, future clients, brand ambassadors, mentors, allies, friends, and more.

BE THE CHANGE.

Fierce Urgency of Now is an opportunity for sponsors to contribute to the most important conversations facing our region today, support the next generation of leaders, celebrate the diversity of our community, and make an impact on the lives of thousands.

BRAND VISIBILITY.

In addition to connecting with thousands of attendees during the week of events, sponsors will receive brand visibility throughout the festival marketing campaign which includes the Chamber's and City Awake's social media platforms, reaching a combined 50,000+ followers.





	GOLD \$10,000	PLATINUM \$15,000	PRESENTING \$25,000	EXECUTIVE \$75,000
Company exposure across all City Awake's social media networks	✓	✓	✓	✓
Brand visibility on City Awake and Greater Boston Chamber of Commerce websites	✓	✓	✓	✓
Priority access Chamber-hosted events during Fierce Urgency of Now	✓	✓	✓	✓
Blog post opportunity on City Awake website	✓	✓	✓	✓
Logo included in full festival email campaign starting in January 2023	✓	✓	✓	✓
20 tickets to City Awake's program & event offerings within the 2023 calendar year (5 tickets per quarter)		✓	✓	✓
Opportunity to provide branded swag at the festival and/or branded badges (cost not included)		✓	✓	✓
Brand visibility with logo presence on all printed and digital signage across festival events		✓	✓	✓
Company representation on the City Awake Advisory Board - 1 seat/company (the Greater Boston Chamber of Commerce young professional network)			✓	✓
F.U.N. Lives On event series sponsor recognition for City Awake			✓	✓
Logo inclusion on paid media ads (print & digital) promoting the festival				✓
Opportunity to send e-blast leading up to the festival to City Awake community list from sponsor CEO or other sr. leader's POV				✓
Recognized as overall City Awake Sponsor which includes City Awake events, Fierce Urgency of Now, and Ten Outstanding Young Leaders Awards				✓