

# THE FIERCE URGENCY OF NOW FESTIVAL



**CITY AWAKE**

a program of the Greater Boston Chamber of Commerce Foundation



## CONNECT TODAY. TRANSFORM TOMORROW.

Build, celebrate, and experience a better Boston that brings immersive opportunities for young professionals, especially young adults of color. Organized by **City Awake**, the Greater Boston Chamber of Commerce Foundation's young professional network, the **Fierce Urgency of Now Festival** creates connections, advances careers, and encourages civic participation.

With 25% of young professionals planning to leave Greater Boston within the next five years\*, the time to invest in retaining talent is now. Fierce Urgency of Now exemplifies the power of cross-sector and industry collaboration, bringing together business leaders and companies to elevate the region's priority of retaining young professionals. The festival unites individuals across all communities and backgrounds and calls attention to the diverse and welcoming neighborhoods of Greater Boston.

The festival is more than a one-day affair; it's a movement that fosters lasting connections. Attendees gain exclusive access to the **F.U.N. Lives On** program series, extending the impact of the festival and fostering ongoing dialogues inspired by the event. By participating, your company will carry on Dr. Martin Luther King's legacy when he spoke about "the fierce urgency of now" - the pressing need for immediate action and lasting change in the face of racial injustice in his March on Washington for Jobs and Freedom speech.



## Become a funder - Contact us today!

Greater Boston Chamber of Commerce Foundation



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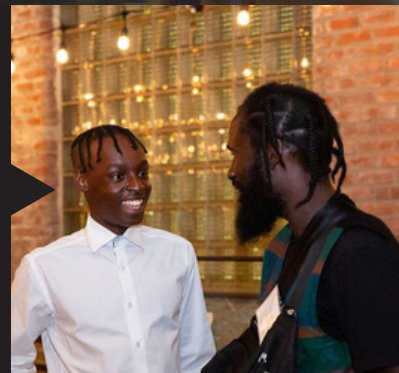
🌐 www.bostonchamber.com

# YOUR COMMITMENT. YOUR IMPACT. YOUR LEGACY.

39% of young professionals who plan on leaving Boston in the next five years reported difficulty building community\*, suggesting that opportunities to participate in the Fierce Urgency of Now Festival can play a role in people's desire to stay in Boston. This dynamic event is not just a festival—it's a catalyst for change, a celebration of diversity, and a platform for building the future Boston we all envision. By investing in F.U.N., your organization has the unique opportunity to amplify its impact on our region and retain young people in Greater Boston.

## Invest in the Future

87% of young professionals reported that job availability is one of the most important factors to residing in Boston\*. Demonstrate your commitment to the community by supporting the success of young professionals of color in Boston, your investment contributes to the most critical conversations facing our region today. Envision more for the next generation of leaders, celebrate our community's diversity, and impact the lives of thousands.



## Retain Emerging Talent

With 35% of Boston's workforce being classified as young adults, and nearly half identifying as racially diverse, your support is integral to the region's future. The business community's role in cultivating a welcoming environment to all and increasing access to opportunities is pivotal for attracting and retaining young talent.

## Gain Visibility that Resonates

Maximize your brand visibility through our extensive festival marketing campaign, reaching an audience of more than 70k individuals across social media and email platforms. Your brand will be at the forefront of conversations that matter.

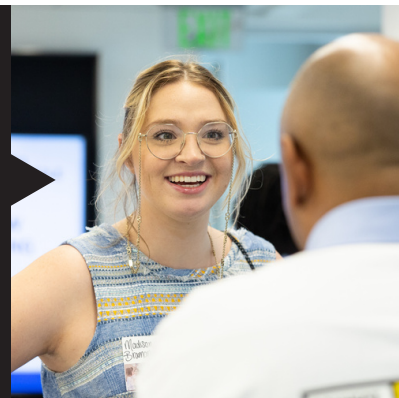


## Access a Targeted Audience

Stand out among employers by connecting with a diverse and engaged audience at the festival. Forge meaningful connections that extend beyond the event, solidifying your organization as a key player in the region.

## Elevate Your Brand

Leverage the strong relationships the Fierce Urgency of Now Festival has with the community and business leaders to further build a strong presence in the region. Since 2017, the festival has impacted over 12,000 people and reached millions. Align your brand with a festival that not only celebrates diversity but actively shapes the narrative of Greater Boston's future.



	\$75,000 Presenting	\$50,000 Executive	\$25,000 Platinum	\$15,000 Gold	\$10,000 Silver	\$5,000 Bronze
<b>Branding &amp; Promotions</b>						
Brand visibility on the Greater Boston Chamber of Commerce website	X	X	X	X	X	X
Company name included in Thank You sponsors email	X	X	X	X	X	X
Company exposure across all City Awake's (young professional network) social media networks	X	X	X	X	X	
Logo recognition on printed and digital signage at the festival	X	X	X			
Logo inclusion on paid media ads (print & digital) promoting the festival, if applicable	X	X				
<b>Access/Onsite Festival Experiences</b>						
Festival tickets	15	12	10	7	5	3
Invitation for leaders and HR representatives to attend Exclusive networking session with City Awake rising leaders	X	X	X	X	X	
Opportunity to provide branded swag at the festival and/or branded badges (cost not included)	X	X	X	X		
Access to pre-event attendee insights (Information includes name, company name, industry, and estimated job title, when applicable.)	X	X	X			
Right of first refusal (industry-specific) for 2025	X	X				
<b>Ongoing City Awake Experiences</b>						
15 tickets to City Awake's program & event offerings for one calendar year from date of sponsorship (5 tickets per quarter)	X	X	X	X		
Company representation on the City Awake Advisory Board – 1 seat/company – for a young professional (1 year term)	X	X				
F.U.N. Lives On event series sponsor recognition for City Awake	X					
Recognized as overall City Awake Sponsor for one year from time of commitment. This includes City Awake events, Fierce Urgency of Now Festival, F.U.N. Lives On, and the Ten Outstanding Young Leaders Awards.	X					
<b>Thought Leadership</b>						
Blog post opportunity on the Greater Boston Chamber of Commerce site	X	X	X	X	X	X
Opportunity to send e-blast leading up to the festival to City Awake community list from sponsor CEO or other senior leader's point of view	X	X				
Sponsored welcome video (or headshot & testimonial) at Festival (email campaign, on site, etc.)	X					

Interested in other forms of brand activation opportunities at the Fierce Urgency of Now Festival? Check out some example opportunities to the right and connect with a City Awake staff member to secure your sponsorship today.

- Branded Photo Booth
- Breakfast or Lunch
- Name Badges / Lanyard
- Branded lounge area / Charging stations

City Awake is a 501(c)(3) program of the Greater Boston Chamber of Commerce Foundation.

\* Funded by the Barr Foundation, the Greater Boston Chamber of Commerce Foundation commissioned the [Young Residents Survey](#) from [HIT Strategies](#). It included 823 individuals between 20-30 years old living in Greater Boston.