

# 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.

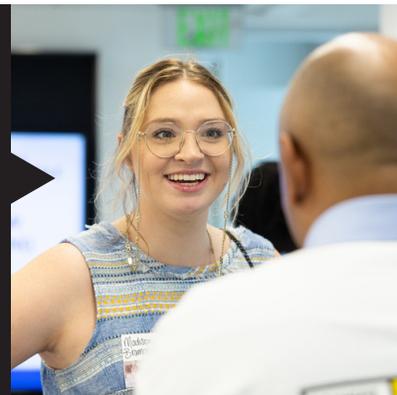


## Access a Targeted Audience

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.





# SMALL BUSINESS OPPORTUNITY

## FUNDER BENEFITS

### Branding and Promotion:

- Brand visibility on the Greater Boston Chamber of Commerce website
- Company name included in Thank You sponsors email
- Company exposure across all City Awake's (young professional network) social media networks

### Access/Onsite Festival Experiences:

- 5 Festival Tickets
- Invitation for leaders & HR representatives to attend

### Thought Leadership

- Blog post opportunity on the Greater Boston Chamber of Commerce site

**TOTAL COST:**  
**\$2,500**

*(75% discounted rate for small businesses)*

Visit our [website](#) to learn more about the Fierce Urgency of Now Festival!

**CONNECT  
TODAY.**

**TRANSFORM  
TOMORROW.**

Interested?

Contact Erica Smith, [esmith@bostonchamber.com](mailto:esmith@bostonchamber.com)



**CITY AWAKE**  
A Program of the Greater Boston  
Chamber of Commerce