



29th Annual

# MOTHER'S DAY WALK FOR PEACE



**Sponsorship and Branding  
Opportunities**



# The Louis D. Brown Peace Institute 29th Annual Mother's Day Walk for Peace

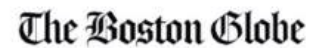
Since its founding in 1996, **The Mother's Day Walk for Peace** has hosted over **500,000 families** in the spirit of healing and community. Located in the heart of **Dorchester**, Boston's largest neighborhood, it is now a signature event in the city.

This May, thousands of families from across our state and region will walk together to honor loved ones impacted by homicide, and to support the programs of **The Louis D. Brown Peace Institute**.

Our theme is **Cultivating Cycles of Peace**. Taking place in **Dorchester**, we invite you to join us as a sponsor.



# Past Sponsors



Stanley N. Griffith and  
Ann E. Schauffler

Josie Greene and  
Glenn Asch

Rick and Gitte Shea

Superior Realty

We are grateful for the leadership and support of **Governor Maura Healy**, **Attorney General Andrea Campbell**, and **Mayor Michelle Wu**, and many others.

These public officials, corporations and institutions have demonstrated their values and their commitment to peaceful communities by supporting The Louis D. Brown Peace Institute on Mother's Day.



# Media Impressions

The Boston-Manchester Market Area is the 9th largest media market in the United States, with a TV Household population of **2.4MM**, an average income **\$70K**, and a median income **\$70K**.

Source: Nielsen Media



**138M+**

TOTAL TV + DIGITAL



**356K+**

TOTAL PRINT



**14.6K+**

ON EMAIL



**60K+**

ON SOCIAL MEDIA



**272K+**

ADS IMPRESSIONS



**“Having communities come together like this to come up with solutions, helps me gain more knowledge... with more knowledge, you can take action.”**

**Ja'Whaun Bentley**  
New England Patriots Linebacker



# The 29th Annual Mother's Day Walk for Peace

## *Opportunities for Sponsorship*

Your company has a chance to elevate its brand and drive customer engagement. Through our 29 years of experience, we have partnered with hundreds of companies to create greater brand awareness, and to impact the community with our transformative programs. Join us today by becoming one of our partners.

## **Key Opportunities**

- Brand Awareness
- Product Placement
- Digital and Print Media
- Consumer Engagement
- Community Awareness
- Employee Volunteer Engagement



# Sponsorship & Branding Levels

## PeaceBuilder \$50K

- A 2025 Lunch and Learn or presentation with Chaplain Clementina Chéry at your location or event
- Name/logo on Peace Partners page of website
- A 2025 tour of the LDBPI for up to 25 participants including a Meet and Greet with our staff
- A seat on the stage during opening festivities
- Logo/name placed on mile marker along walk route
- 60 second promotional video or audio recording that will be shared on social media and promotional emails
- Walk registration for up to 20 participants
- Prominent placement on main Walk banner Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 29th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day Logos on banners at the MDW4P





# Sponsorship & Branding Levels

## Champion for Peace \$25K

- Name/logo on Peace Partners page of website
- A 2025 tour of the LDBPI for up to 10 participants including a Meet and Greet with our staff
- A seat on the stage during the opening MDW4P festivities
- Logo/name placed on a mile marker along the walk route
- 30 second promotional video or audio recording that will be shared on social media and promotional emails
- Walk registration for up to 15 participants
- Prominent placement on main Walk banner
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 29th Annual MDW4P website
- Special mention in 2024 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P





# Sponsorship & Branding Levels

## Peace Advocate \$15K

- Walk registration for up to 10 participants
- Prominent placement on main Walk banner
- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 29th Annual MDW4P website
- Special mention in 2025 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P

## Peace Supporter \$10K

- Logo prominently displayed on media advisories, press releases, social media and email communications (reaches an audience of over 20k+)
- Your organization's clickable logo featured on the 29th Annual MDW4P website
- Special mention in 2025 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P

## Peace Player \$5K

- Your organization's clickable logo featured on the 29th Annual MDW4P website
- Special mention in 2025 Gratitude Report
- Recognition from the stage at Opening Ceremony on Mother's Day
- Logos on banners at the MDW4P





## Join Us as a Partner in Cultivating Cycles of Peace!

Support our mission and make a positive impact by becoming a sponsor. Your contribution fuels our initiatives to make a difference, and positions your organization as a dedicated partner to the wellbeing of our city and state.

### **Priority Branding Opportunities**

Street banners and mile markers:  
Deadline is **March 28, 2025**

Join us as a partner today  
by contacting  
**Molly Lomenzo**  
508.737.2477  
[Sponsorship@LDBpeaceInstitute.org](mailto:Sponsorship@LDBpeaceInstitute.org)

Louis D. Brown Peace Institute

15 Christopher Street  
Dorchester, MA 02122

[www.LDBpeaceinstitute.org](http://www.LDBpeaceinstitute.org)

[www.MothersDayWalk4Peace.org](http://www.MothersDayWalk4Peace.org)



# About The Louis D. Brown Peace Institute

The mission of the **Louis D. Brown Peace Institute** is to serve as a **Center of Healing, Teaching and Learning** for families and communities impacted by murder, trauma, grief and loss. In the three decades since its founding, the LDBPI has become an internationally-recognized, multi-service agency serving thousands annually. Our philosophies and work are embraced, emulated and honored nationwide by our collaborators in law enforcement, professional societies, faith communities, and academia.

During the week of Christmas in 1993, Chaplain Clementina Chéry's fifteen-year old son, Louis, a brilliant student and peacemaker, was murdered in the crossfire of a shootout. In the aftermath of this tragedy, she was without any support or information to guide her.

To honor Louis' legacy and to ensure that no other loved one would be left alone after the tragedy of homicide, Chaplain Chéry co-founded The Louis D. Brown Peace Institute.

Even as the state celebrates low homicide rates, **the heartbreak of each life lost to violence remains a profound tragedy.** For every homicide victim, **there are at least 10 immediate family members directly impacted by that murder.** These survivors are dealing with the emotional, physical and financial stress of losing a loved one to a traumatic death, such as murder.

Guided by the Seven Principles of Peace: **Love, Unity, Faith, Hope, Courage, Justice, and Forgiveness**, we believe all families impacted by murder deserve to be treated with dignity and compassion, regardless of the circumstances. Through its programs and services, The Louis D. Brown Peace Institute serves as an oasis of hope for many families and survivors throughout the city of Boston, Commonwealth of Massachusetts and beyond.



**LOUIS D. BROWN  
PEACE INSTITUTE**

Center of Healing, Teaching and Learning





## Learn More and Be Inspired by Our Media

Mother's Day Walk for Peace Website

WHY I WALK Video

Our Homicide Response Toolkit

### Discover through Media:

The Louis D. Brown Peace Institute Informational Video

A Moment With the Celtics: Jaylen Brown

Virtual 26th Annual Mother's Day Walk for Peace

MDW4P Registration Tutorial

