



THE COMMUNITY ACTION AGENCY OF SOMERVILLE
INVITES YOU TO

SOMERVILLE SHAKEUP



Danceathon



Form your team  Find your supporters  Dance the day away

SPONSORSHIP PROPOSAL

SATURDAY

MARCH 2

1:00 - 5:00 PM

Who is CAAS?



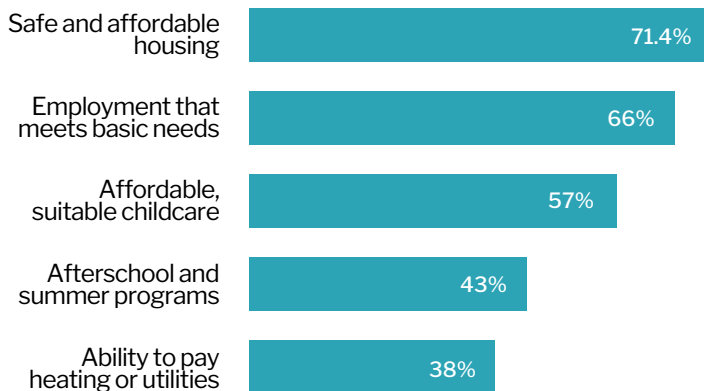
The Community Action Agency of Somerville (CAAS) has been the federally designated anti-poverty agency serving Somerville, Massachusetts since 1981. **CAAS' mission is to help local families and individuals achieve financial security while working to eliminate the root causes of economic injustice.** Each year, CAAS works to expand and promote opportunities for all Somerville residents in the fields of education, employment, housing, health, and improved neighborhood life; and serve as a structure for empowering both low-income constituencies and those whose full involvement in the community has been obstructed or discouraged by oppression and discrimination. Our Head Start programs operate in Cambridge as well, providing families in both cities with accessible childcare and wraparound family support.



In 2022, our three programs (Head Start, Housing Advocacy, and Community Organizing & Advocacy) made the following impact in our community:

- 386** Residents connected at Monthly Renters Meetings
- 32** Leadership Development Institute graduates
- 101** Families assisted in securing housing
- 119** Evictions blocked in Somerville
- 1:18** Teacher to student ratio in classrooms
- 275** Children and families served by our Head Start programs

Somerville's Top 5 Community Needs



Home to the Green Line extension and a growing tech and life science community, Somerville is a rapidly expanding city. However, neighborhoods are struggling to balance development with increasing gentrification and the rising threat of evictions, leading to the displacement of its deeply-rooted working-class, immigrant community.

About This Event



Join the fun at the Somerville Shakeup Danceathon! Community members will be dancing to raise money to help CAAS further our mission to end poverty in our city. Participants will form teams, then reach out to their networks of friends, family members, employers, and community groups to pledge their support. For every hour a team is present on the dancefloor during the event, their sponsors will be asked to increase their donation. Participants will also be competing for prizes, including gift cards to local businesses.

The Audience

Music Fans

Somerville is quickly becoming one of the favorite destinations for dancing in Greater Boston thanks to a large community of musicians, music artists, and performers.

Nonprofit Community

By working with a large network of human service providers, advocacy groups, volunteers, and other nonprofit organizations, CAAS is able to publicize this event to a wide network.

Local Families

A family-friendly event, we're inviting Head Start parents and other local families to join us for this afternoon activity.

Colleges & Universities

We're partnering with student groups at Tufts University to form teams and spread the word about this event.

Event Communications

Take this chance to reach new audiences and become a sponsor of the Somerville Shakeup Danceathon! As a sponsor, your company can be highlighted across some or all of our event communications (depending on sponsorship tier), including:

- Social media posts across all of our platforms;
- Physical flyers printed and posted around Somerville and in local businesses;
- Email communications to our newsletter subscribers (over 2,000 contacts);
- Communications toolkits to be distributed to all of our community partners.

Sponsorship Tiers



Golden Grooves

\$5,000

- Logo featured on the event sign up page
- Recognition in relevant social media posts for before and after the event
- Recognition during speaking portions of the event
- Logo featured on any printed materials advertising the Danceathon (*January 30th deadline for inclusion*)
- Standalone social media post highlighting your support leading up to the event
- Featured song request to be announced and played during the event

Silver Steps

\$2,000

- Logo featured on the event sign up page
- Recognition in relevant social media posts for before and after the event
- Recognition during speaking portions of the event
- Logo featured on any printed materials advertising the Danceathon (*January 30th deadline for inclusion*)

Bronze Beats

\$1,000

- Logo featured on the event sign up page
- Recognition in relevant social media posts for before and after the event
- Recognition during speaking portions of the event

Somerville Shufflers

\$500

- Recognition in text of the event sign up page
- Recognition in relevant social media posts for before and after the event

To become a sponsor:

Please contact Kwon Faith, Development Manager, at kfaith@caasomerville.org. Payment can be made online on our website at caasomerville.org/donate, or via check.

