

Unity Celebration

20

CONCERNED
BLACK MEN in
MASSACHUSETTS *presents the*

20th Anniversary Andreo J. Davis Jr. **Unity Breakfast**

Celebrating 20 Years of Empowering Our Youth
 PROCEEDS BENEFIT THE PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT
 FOR TICKETS OR DETAILS ABOUT CBMM SPONSORSHIP - CALL 617.541.8642 www.cbmm.net

PROCEEDS BENEFIT THE PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT

*"The Paul Robeson
 experience humbled me and made me
 want to put my best efforts
 into every aspect of my life, whether
 at school, home, or work"*

Angelo Paul
 FORMER PRI STUDENT

Involved since 3rd grade,
 now age 25, a union carpenter,
 PRI volunteer, husband
 and proud father.

Table Sponsors Kit

20th Anniversary Unity Breakfast Celebration
Saturday, April 17, 2010 • 9am – 12noon
Boston Marriott Cambridge • Two Kendall Square

Featuring Emmy Award-winning journalist Byron Pitts
 Chief national correspondent for *CBS Evening News with Katie Couric*
 Contributing correspondent to *60 Minutes*
 2010 Paul Robeson Leadership Award Recipient



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr.

Unity Breakfast

"20 Years of Empowering Our Youth"

CELEBRATING TWO DECADES OF ACADEMIC AND SOCIAL ENRICHMENT FOR YOUTH

2010 TABLE SPONSOR FORM

For more than two decades, **Concerned Black Men of Massachusetts, Inc.** has been developing critical educational programs and reaching out to youth and families in need. By supporting the **20th Anniversary Andrew J. Davis Jr. Unity Breakfast**, you will help inspire boys and young men to make positive life choices for many years to come.

The CBMM Breakfast Committee is pleased to announce that the 2010 recipient of the Paul Robeson Leadership Award will be Emmy Award-winning **CBS News correspondent Byron Pitts**, for using his national spotlight to positively impact youth and community. Pitts, who honed his skills as a Boston reporter, will be featured at this year's Unity Breakfast on Saturday, April 17, 9am-12noon, where CBMM members also will pay tribute to their founders for inspired leadership and dedication, and recognize student achievements.

The 2010 theme, "**20 Years of Empowering Our Youth**," celebrates the principles upon which the organization was created and renews CBMM's commitment to preparing young men for productive roles in society. Sadly, urban communities continue to be plagued by the conditions which led to the founding of CBMM in 1989, a rise in poverty, crime and violence, and keeps our mission relevant.

CBMM is a private, non-profit organization committed to engaging in activities that reaffirm the viability of the Black male and contribute to community empowerment. The Unity Breakfast, our leading annual fund raising event, provides critical operating capital for the **Paul Robeson Institute For Positive Self-Development** for boys ages 7 through young adult: **Paul Robeson Academy** (grades 3 - 6), the **Boys to Men Program** (grades 7 - 8), and the **D-Two Program** (grades 9 -12). Please show your support as follows:

I WOULD LIKE TO HELP CBMM SUPPORT ITS YOUTH INITIATIVES

- Please accept my tax-deductible contribution for PRI and CBMM's educational programs for youth _____

NOTE: Visit our website or call to request a Major Sponsors' Benefits Package* for donations above \$1,500 (see CONTACT below).

I WOULD LIKE TO HOST A TABLE AT THE UNITY BREAKFAST (check one and complete form below**)

DONATION TOTALS

- Platinum Plus Table (P+) – premium seating for 10, plus one full-page color ad and listingeach@**\$2,000** _____
- Platinum Table (P) – premium seating for 10, plus one full-page black-white ad and listingeach@**\$1,800** _____
- Gold Table (G) – premium seating for 10, plus half-page black-white ad and listingeach@**\$1,500** _____
- Silver Table (S) – priority seating for 10, plus quarter-page black-and-white ad and listingeach@**\$800** _____
- Bronze Table (B) – priority seating for 10, plus business card ad and listingeach@**\$550** _____
- I am not able to attend, but would like to host #__ table/s for youth/familiesCHOOSE LEVEL ABOVE _____ @\$ _____

** Table RESERVATIONS • If reserved before April 7, reservations will be confirmed by mail, fax, or email

Individual tickets • \$40 in advance (available at PRI when class is in session; check website for address/schedule) • \$50 at the door

I WOULD LIKE TO PURCHASE AN ADVERTISEMENT IN THE UNITY BREAKFAST SOUVENIR JOURNAL

- I will complete a Program Book Ad Form – see attached or download from sponsors page at www.cbmm.net.

CONTACT • INFORMATION • Sponsors, tables, ads, or tickets – Breakfast Chair George Luse or New Image Associates • 617.541.8642
• **MAIL • CBMM, 136 Warren Street, Boston, MA, 02119 • FAX 617.445.4440 • EMAIL breakfast@cbmm.net**

NAME:	ADDRESS/ZIP:
PHONE:	EMAIL:
TOTAL AMOUNT ENCLOSED:	
TABLE HOST NAME TO PRINT IN SOUVENIR PROGRAM (BRONZE – PLATINUM+):	
*PLEASE SEND MAJOR SPONSOR PACKAGE TO:	
*PLEASE SEND PROGRAM BOOK ADVERTISING FORM TO:	

THANK YOU FOR SUPPORTING CBMM • THE PAUL ROBESON INSTITUTE • THE UNITY BREAKFAST



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr.

Unity Breakfast

"20 Years of Empowering Our Youth"

20th Anniversary Program Book Advertising

ALL ADVERTISERS • PLEASE COMPLETE AND SUBMIT AN ADVERTISING RESERVATION FORM

- See RESERVATION FORM and DEADLINES & MAILING information below.

ADVERTISING REQUIREMENTS • SEE DEADLINES & MAILING INFORMATION BELOW

- Be sure to include name/number of contact person for questions about your ad.
- Email electronic files to graphics@niamedia.com — see FILE FORMATS below.
- Or copy image file to CDrom and send to NIA — see FILE FORMATS & DEALINES below.

FILE FORMATS • ALL ADS MUST BE SENT ELECTRONICALLY AS FOLLOWS

- Black-and-white ads only (aka grayscale).
- See ad sizes, dimensions and prices (right).
- No page bleeds allowed.
- Create file as Adobe PDF saved at high-quality setting (300 dpi minimum), or
- Create file as Photoshop TIFF, JPEG or EPS at high-quality setting (300 dpi minimum).

Deadlines & Mailing

COMPLETE AND RETURN ADVERTISING RESERVATION FORM • DEADLINE APRIL 1

- SEND TO: CBMM c/o New Image Associates / NIA • 40 Linwood St., Boston, MA 02119
- FAX: 617.445.4440 • EMAIL: graphics@niamedia.com (subject: CBMM ad book).

ADS AND FULL PAYMENT ARE DUE NO LATER THAN APRIL 7 • SEND TO CBMM C/O NIA (ABOVE)

- Payment options — see Advertising Reservation Form (page bottom).
- Ads without payment will not be published.

For More Information

PROCEEDS BENEFIT THE PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT

- Academic and social enrichment program offering positive life choices to youth.

FOR SPONSORSHIP, TABLES, TICKETS, AD OR PROGRAM INFORMATION

- Call New Image Associates/NIA • 617.541.8NIA (8642)

Unity Breakfast Advertising Reservation Form

Advertiser's Name: _____

Primary Contact: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Ad Size/s: _____

Total Cost: _____

Payment Options: Check (enclosed) Money order (enclosed)

Print name for Best Wishes listing* (if applicable): _____

2010 AD FORM

FULL PAGE

5w" x 8h"

Inside front*	\$1,500.
Inside back*	\$1,000.
Inside premium*	\$800.
Inside ROP	\$500.

*Major sponsors get priority placement & color consideration.

1/2 PAGE

5w" x 4h"

\$350.

*Sponsors get priority placement

1/4 PAGE

2.5w" x 4h"

\$250.

BUSINESS CARD

1.25w" 2h"

\$100.

*BEST WISHES

Show your support for CBMM, PRI and our Annual Unity Breakfast: \$50 per listing — free with any ads of \$250 or more.



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr.

Unity Breakfast

"20 Years of Empowering Our Youth"

OFFICERS

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Darren T. Wells

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CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

FACT SHEET

CBMM believes young people are capable of making positive life choices when provided viable and constructive alternatives. Through an array of programs, CBMM has helped as many as 150 at-risk, inner-city male youth each school year to recognize alternatives to drugs, gangs, and violence, and encourages academic, physical, and social development, thereby making positive contributions to society.

MISSION

To Improve the "Quality of Life" in the African American community by reaffirming the viability of the Black male. CBMM is dedicated to community service, as exemplified by the late Andrew J. Davis, who took great pride in his efforts to mentor youth.

HISTORY

In April 1989, a group of 10 African-American men from different backgrounds and professional disciplines met to discuss quality of life issues impacting Boston-area communities. From this gathering evolved the Concerned Black Men of Massachusetts (CBMM) and its charge to work within the community to improve the quality of life for African Americans by reaffirming the role of black men. CBMM is a 501c3 non-profit organization incorporated on June 21, 1989.

MEMBERSHIP

CBMM membership is open to all men 18 years or older. Candidates must be sponsored by a member in good standing or by the Membership Committee.

PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT

- **PAUL ROBESON ACADEMY** • Ages 7 – 13 • 3rd through 6th grades
A Saturday program working with more than 120 boys focusing on academics, recreation, and personal development.
- **BOYS TO MEN PROGRAM** • Ages 13 – 14 • 7th and 8th grades
An extension program for graduates of the Paul Robeson Academy designated to build on the foundations established in PRI and to focus on both physical fitness and basic academic skills.
- **D-TWO PROGRAM** • Ages 14 – 18, 9th through 12th grades
A program designed to promote responsibility in our youth via mentoring the young men enrolled in the Paul Robeson Academy. Students are also prepared to move on to some form of higher education.
- **PAUL ROBESON INSTITUTE OPERATIONAL SITE**
John D. O'Bryant African-American Institute at Northeastern University • 40 Leon Street • Boston

CONTACT CBMM

136 Warren Street • Boston • MA 02119 • www.cbmm.net

George Luse, breakfast chair • c/o New Image Associates • 617.541.8642

THANK YOU FOR SUPPORTING CBMM • THE PAUL ROBESON INSTITUTE
AND THE ANDREW J. DAVIS UNITY BREAKFAST