

2008 Breakfast Sponsor Kit





CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr. 19th Annual Unity Breakfast

Saturday, April 19, 2008 • 9am to 12noon • Boston Marriott Cambridge

“Caring for Our Youth”

2008 FACT SHEET

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Education

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Finance

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CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

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**
Northeastern University • John D. O’Bryant African-American Institute
40 Leon Street • Boston • MA 02115

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



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HELP CBMM PROVIDE ACADEMIC AND SOCIAL ENRICHMENT PROGRAMS FOR YOUTH

2008 BREAKFAST SPONSOR

Concerned Black Men of Massachusetts, Inc. needs your help to continue providing programs that offer young people such positive choices by supporting our 19th Annual Andrew J. Davis Jr. Unity Breakfast at the Cambridge Marriott, Saturday, April 19, 9am to 12noon. Your contribution will help with outreach and continued development of critical youth programs.

The CBMM Breakfast Committee is pleased to announce that this year’s theme for the Unity Breakfast is “**Rebuilding Community, Empowering Our Youth.**” Two outstanding individuals – one that commands the national spotlight for their community building efforts and one that is doing good work in Massachusetts (to be announced) – will be recognized for their leadership and community service at the breakfast. The theme once again celebrates the principles upon which the organization was created and renews our commitment to preparing young men for productive roles in our community.

Sadly, we continue to find that many of the conditions that led to the founding of CBMM in 1989 – a rise in crime and violence among our young people – are with us once again. The mission of CBMM, a private not-for-profit organization, is to sponsor and engage in activities that reaffirm the viability of the Black male and contribute to the improvement of Boston and its surrounding communities.

The Unity Breakfast is the major annual fund raising event for CBMM. Proceeds from the Unity Breakfast support numerous CBMM organizational programs and youth initiatives, including **The Paul Robeson Institute For Positive Self-Development**. PRI involves boys ages 7 through young adult in the **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 by providing the following information:

I WOULD LIKE TO HELP CBMM SUPPORT ITS YOUTH INITIATIVES

- Please accept my tax-deductible contribution for PRI and CBMM’s youth development programs _____

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

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 ad each@ \$2,000 _____
- Platinum Table (P) – premium seating for 10, plus one full-page black-and-white ad each@ \$1,750 _____
- Gold Table (G) – premium seating for 10, plus half-page black-and-white ad each@ \$1,500 _____
- Silver Table (S) – priority seating for 10, plus quarter-page black-and-white ad each@ \$800 _____
- Bronze Table (B) – priority seating for 10, plus NEW! business card ad each@ \$450 _____
- I am not able to attend, but would like to host # ____ P+, P, G, S, B (CIRCLE LEVEL) table/s for youth/family group/s @ \$ _____

** Table RESERVATIONS • If reserved before April 12, they will be confirmed by mail, fax, or email (see CONTACT for more details)

Individual tickets • \$30 in advance (available at PRI while class is in session; check website for address/schedule) • \$40 at the door

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

- I will complete a Program Book Ad Form – download at www.cbmm.net or call New Image Associates @ 617.541.8642.

CONTACT • **INFORMATION** Sponsorship, 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:
PHONE:	EMAIL:
TOTAL AMOUNT ENCLOSED:	
HOST NAME TO PRINT FOR PROGRAM BOOK RECOGNITION:	
*PLEASE SEND MAJOR SPONSOR PACKAGE TO:	
*PLEASE SEND PROGRAM BOOK ADVERTISING FORM TO:	

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



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2008 AD FORM

19th 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 • 105 Harrishof St., Boston, MA 02121
- FAX: 617.445.4440 • EMAIL: graphics@niamedia.com (subject: CBMM ad book).

ADS AND FULL PAYMENT ARE DUE NO LATER THAN APRIL 5 • 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 JOURNAL RATES & PAYMENTS, 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): _____

FULL PAGE

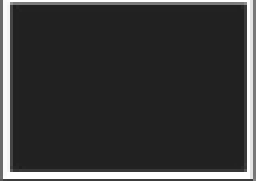
Inside front* \$700.
 Inside back* \$600.
 Inside \$400.

5w" x 8h"

*Eligible major sponsors get priority placement.

1/2 PAGE

\$250.
5w" x 4h"



1/4 PAGE

\$200.
2.5w" x 4h"



BUSINESS CARD

\$100.
1.25w" 2h"



*BEST WISHES

Show your support for CBMM, PRI and our Annual Unity Breakfast: \$40 per listing — free with any ads of \$250 or more.