

CLIMATE OF CHANGE

22 DAYS OF LEARNING AND ACTION FOR INTERSECTIONAL
CLIMATE JUSTICE IN ROCHESTER AND BEYOND

April 1st-22nd (Earth Day), 2021



Event Host Partners:

Climate Solutions
Accelerator

City Roots Community
Land Trust

Connected
Communities

Ibero-American Action
League

M.K. Gandhi Institute for
Nonviolence

Rochester Area
Community Foundation

St. Mark's and St. John's
Episcopal Church

Urban League of
Rochester

Inspired by the hard fact that deep injustice is both a cause and effect of climate change, this Earth Month (April) the Greater Rochester community is invited to join together in 22 days of learning and action for intersectional climate justice in our region and beyond.

Spanning 22 days, beginning April 1 and culminating on Earth Day, April 22, **Climate of Change** is modeled after the 21-day Racial Equity Habit Building Challenge, and aims to bring a bigger, more diverse audience to better understand, and ultimately take impactful action for, climate justice in our region.

The premier elements of the series will be four live virtual sessions held each Thursday (April 1, 8, 15, and 22) featuring nationally recognized keynote speakers and local guest panelists. Participants will receive a daily email on each of the 22 days with content to help them explore, learn and engage through live and recorded presentations, facilitated discussions, small group conversations, videos, articles, podcasts and action opportunities. Event participants will:

- **Learn together and from each other about climate justice issues in our region.**
- **Begin to co-create a vision for how the Greater Rochester region can use intersectional climate action to become a more just and equitable community.**
- **Identify concrete opportunities to collaboratively advance climate justice in our region.**

SUPPORT THE EVENT AS A SPONSOR

We ask you to consider a sponsorship for this event of an amount that is meaningful to you and your organization. The suggested minimum is \$250, with no maximum. A monetary donation will support scholarships for attendees to whom the event registration fee is cost prohibitive, as well as cover event expenses, including fees for: keynote speakers, guest facilitators and panelists, interpretation/translation services for event attendees with access needs (i.e. ASL, Spanish), and event promotion.

SPONSORSHIP BENEFITS

Your support will provide valuable opportunities for people of diverse backgrounds from across our region to connect, engage in new and challenging conversations, and learn from leaders who they might not otherwise work with. Ultimately, you are investing in a key effort to move local climate solutions forward by helping share knowledge, advance equity, and foster collaboration. Any funds raised above and beyond the event expenses will be donated back to support local cause-related community organization(s).

IN THANKS FOR YOUR SUPPORT, YOU WILL RECEIVE:

- **Logo placement** with link to your website at www.climategfl.org/climatejustice22days
- **Recognition in event posts on social media** via the Climate Solutions Accelerator's Facebook (and Facebook Event), Twitter, Instagram, and LinkedIn pages before, during and after the event (3,500 combined followers)
- **Recognition in monthly Accelerator email newsletter** (2,600 subscribers)
- **Logo placement in event email blasts** before, during and after event
- **Logo placement on-screen and verbal recognition** during live event sessions
- **Five event registrations for your organization** for you, your team, your clients or whomever you'd like to invite
- **Minimum of five event registration scholarships provided to community members** who need financial support in order to attend
- **Optional opportunity to provide virtual swag items to event attendees** such as a coupon, discount code, gift card, book download, online course, etc.

FOR MORE INFORMATION AND TO SECURE YOUR SPONSORSHIP, PLEASE CONTACT:

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www.climategfl.org/climatejustice22days



Our Mission: To create a healthier, more equitable, and environmentally sustainable community by catalyzing local efforts to eliminate greenhouse gas emissions and address the effects of climate change.