

PROJECT PLACE  
**Climb**  
 for a Cause

2nd Annual  
**APRIL 21, 2024**  
 FENWAY PARK



On behalf of the Project Place community, I am thrilled to announce that on Sunday, April 21, 2024, Project Place is hosting our second annual Climb for a Cause. Enclosed in this packet, you will find more information about Climb for a Cause, and the sponsorship opportunities available to support our signature event.

Climb for a Cause aims to encourage our community to stand in solidarity with individuals experiencing homelessness and poverty. Last April, we held our inaugural stair climb at Fenway Park, bringing together over 600 supporters and 73 teams. As we climb the bleachers of Fenway Park again this year, we will continue to raise awareness and support for the marginalized communities Project Place serves.

Of course, 100% of the funds raised for Climb for a Cause directly support Project Place's mission to end homelessness in Greater Boston by creating pathways to employment and housing. Your support of Climb for a Cause builds our movement and makes our vital work possible.

Thank you for your interest in sponsoring Climb for a Cause. With your support, we can break the cycle of homelessness and poverty for thousands of Bostonians.

Sincerely,

Aaryn Manning  
 Executive Director of Project Place



*In support of*



Founded in 1967, Project Place does more than just provide a hot meal or safe shelter. We create job opportunities by providing stabilization, education, and training to people experiencing homelessness and poverty.

Our work is rooted in the knowledge that employment is the most sustainable pathway to permanently break the cycle of homelessness and poverty. We work in partnership with each client to develop a personalized path to success and stick with them until they reach their goals.



**"I AM VERY GRATEFUL FOR PROJECT PLACE. THEY HAVE HELPED ME GET MY FEET BACK ON THE GROUND... WITHOUT THE HELP OF PROJECT PLACE I DON'T THINK I COULD HAVE DONE IT ALONE."**

**—BERNARD**

*ClimbFenway.org*

# By the Numbers

## *Climb for a Cause's Audience*

**246,527**

**INDIVIDUALS** who saw social media advertisements

**200+**

**NUMBER OF DIGITAL SIGNS** displayed throughout Boston

**540**

**TOTAL MINUTES** that sponsor names and logos were displayed on Fenway Park scoreboards

**1**

**NUMBER OF TV SPOTS**

## *Project Place's Impact*

**804**

clients served

**240**

clients received classroom-based training

**103**

industry credential earned by clients

**80**

clients employed in Project Place social enterprises

**70**

clients secured employment

**4x**

lower recidivism rate than national average



2023 CLIMB FOR A CAUSE



**610**

**PEOPLE ATTENDED**

2023 CLIMB FOR A CAUSE



NUMBER OF

**942,450**

**STAIRS CLIMBED**

2023 CLIMB FOR A CAUSE



**73**

**PARTICIPATING TEAMS**

*ClimbFenway.org*

# Sponsorship Benefits



	CHAMPIONSHIP SPONSOR \$35,000	GRAND SLAM SPONSOR \$25,000	HOME RUN SPONSOR \$10,000	THIRD BASE SPONSOR \$5,000	SECOND BASE SPONSOR \$2,500	FIRST BASE SPONSOR \$1,000
Logo/Name Featured on Fenway Scoreboard						
Logo/Name Featured on Event Website						
Logo/Name Featured on Banner at Fenway Park						
Logo/Name Featured on Pre-Event Promotional Materials						
Verbal Recognition During Speaking Program						
Logo/Name Featured on 200+ Digital Signs Throughout Boston						

*Interested in being our Presenting Sponsor?* Give us a shout! Contact Christian Miron, Director of Philanthropy, at [CMIRON@PROJECTPLACE.ORG](mailto:CMIRON@PROJECTPLACE.ORG).



# Sponsorship Form

*Thank you* for your interest in sponsoring Project Place's Climb for a Cause. We are so excited to partner with you! Use the form below or visit [www.climbfenway.org](http://www.climbfenway.org) to secure your sponsorship.

## SPONSOR INFORMATION

Organization Name

Contact Name

Contact Email  Contact Phone

Business Phone  Business Website

Business Address

City  State  Zip

## SPONSORSHIP LEVEL Please Check One

- First Base Sponsor: \$1,000       Second Base Sponsor: \$2,500       Third Base Sponsor: \$5,000
- Home Run Sponsor: \$10,000       Grand Slam Sponsor: \$25,000       Championship Sponsor: \$35,000
- I am unable to sponsor Climb for a Cause but would like to make a charitable donation of \$

Printed Name  Date

Signature

## THREE EASY WAYS TO SECURE YOUR SPONSORSHIP TODAY!

1. Send this form with your check to the address below
2. Scan the QR code to purchase a sponsorship online
3. Call us at (781) 619-8550 to process a credit card over the phone



Please return this form to MacKenzie Nekton, Philanthropy Coordinator  
Email: [mnekton@projectplace.org](mailto:mnekton@projectplace.org)