



CHAMPIONS *of* DIVERSITY *Celebration*

May 20, 2026
Rosamond Gifford Zoo
Doors open at 5:30 pm

**2026 SPONSOR
OPPORTUNITIES**



ABOUT PEACE, INC.

Who is PEACE, Inc?

Founded in 1968, PEACE, Inc. is the federally designated Community Action Agency (CAA) for Syracuse and Onondaga County. We also serve portions of Oswego County. Like other CAAs across the country, we originated from President Lyndon B. Johnson's "War on Poverty." PEACE, Inc.'s mission is "to help people in the community realize their potential for becoming self-sufficient."

What does PEACE, Inc. do?

Each year, PEACE, Inc. serves 10,000 Central New Yorkers who are typically at or below 200% of Federal Poverty Guidelines (i.e. a single-person household making under \$31,300; a household of 4 making under \$64,300). Through our 50-plus sites, we uniquely operate in city, suburban, and rural neighborhoods. Our 9 primary programs advance early childhood development and education, mentorship, socialization, family and senior services, nutrition and food security, financial empowerment, healthy- and energy-efficient housing, and more. We holistically meet our clients "where they are at!"

ABOUT CHAMPIONS OF DIVERSITY

The PEACE, Inc. Champions of Diversity Awards celebrate Central New York entities and individuals that make significant contributions in the community each day. We recognize the honorees for their leadership, their efforts to combat barriers, and their bravery against injustices.

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SPONSOR OPPORTUNITIES

Presenting Sponsor \$10,000	<ul style="list-style-type: none"> • Exclusive recognition in event title and on event website, e.g. <i>PEACE, Inc. Champions of Diversity Celebration presented by YOUR BUSINESS.</i> • Name/logo on all marketing materials including program book, social media posts, and advertising before and after event. • Ten tickets* to attend the event. • Full-page advertisement on the back cover of the event program (Artwork deadline is April 15, 2025). • Verbal recognition during the event.
Champion Sponsor \$7,500	<ul style="list-style-type: none"> • Name/logo on marketing materials including program book, social media posts, advertising, event website, and sponsor listing at event. • Ten tickets* to attend the event • Full-page advertisement in event program book. (Artwork deadline is April 15, 2025). • Verbal recognition during the event.
Achievement Sponsor \$5,000	<ul style="list-style-type: none"> • Name/logo on marketing materials including program book, social media posts, advertising, event website, and sponsor listing at event. • Eight tickets* to attend the event. • Full-page advertisement in event program book (Artwork deadline is April 15, 2025). • Verbal recognition during the event.
Community Sponsor \$2,500	<ul style="list-style-type: none"> • Eight tickets* to attend the event. • Name/Logo displayed on the sponsor listing at the event, event website. • Half-page advertisement in event program book (Artwork deadline is April 15, 2025). • Verbal recognition during the event.
Beverage or Dessert Sponsor (one of each available) \$1,500	<ul style="list-style-type: none"> • Eight tickets* to attend the event • Beverage Sponsor: Name/Logo displayed on beverage tickets given to each guest as they check-in • Dessert Sponsor: Name/Logo displayed on the dessert table at the event • Quarter-page advertisement in event program book (artwork deadline is April 15, 2025). • Name/Logo displayed on the sponsor listing at the event, event website.
Neighborhood Sponsor \$1,250	<ul style="list-style-type: none"> • Eight tickets* to attend the event • Recognition in event program (deadline date of April 25, 2025) • Name/Logo displayed on the sponsor listing at the event, event website.
Supporting Sponsor \$500	<ul style="list-style-type: none"> • Two tickets* to attend the event • Recognition in event program (deadline date of April 25, 2025) • Name/Logo displayed on the sponsor listing at the event, event website.

*Individual tickets are \$125 each. Actual tickets are not sent out. Attendees are to check in at the door by their last name or sponsoring business.



PROGRAM BOOK ADVERTISEMENT

Specialty Full Page Ad:*

(5.5" W x 8.5" H with .125" bleed**)

Back Outside Full Page Ad *	\$1000
Front Inside Full Page Ad *	\$750
Back Inside Full Page Ad *	\$500

* Priority for specialty ads are given to sponsors.

Ad Options

Full Page Ad (5" W x 8" H)	\$400
Half Page Ad (5" W x 3.875" H)	\$250
Quarter Page Ad (5" W x 1.75" H) or (2.375" W x 3.875" H)	\$150

- Dimensions displayed in width x height (inches).
- Sizes are exact; do not add a bleed to artwork.
- Ads must be submitted in full color (CMYK)
- Print-ready ads must be received by **April 15, 2025**
- High-resolution PDF or JPG images are accepted.
- Submit ads to: communityengagement@peace-caa.org
- For more information about the event, sponsor opportunities, program advertising, or payment, contact Connie Magunga at 315-634-3713, or communityengagement@peace-caa.org

SPONSORSHIP REGISTRATION FORM

Sponsor Information

Business/Company/Foundation Name: _____
(Name that will appear on _____
Event promotional materials) _____
Contact Person: _____
Email: _____
Mobile Phone #: _____ Work Phone #: _____
Address: _____
City: _____ State: _____ Zip: _____

Sponsorship Level

<input type="checkbox"/> Presenting	\$10,000+	<input type="checkbox"/> Beverage	\$1,500
<input type="checkbox"/> Champion	\$7,500	<input type="checkbox"/> Dessert	\$1,500
<input type="checkbox"/> Achievement	\$5,000	<input type="checkbox"/> Neighborhood	\$1,250
<input type="checkbox"/> Community	\$2,500	<input type="checkbox"/> Supporting	\$ 500

Program Book Ads

Special Ads

- ☐ Back Outside Full Page Ad * \$1,000
- ☐ Front Inside Full Page Ad * \$ 750
- ☐ Back Inside Full Page Ad * \$ 500

Ad Options

- ☐ Full Page Ad \$ 400
- ☐ Half Page Ad \$ 250
- ☐ Quarter Page Ad \$ 150

* Priority for specialty ads are given to sponsors.

I would like to give an additional donation of \$ _____ for a total sponsorship of \$ _____

☐ My sponsorship is anonymous. Do not advertise.

A receipt for your sponsorship will be provided to you.

Signature Authorizing Sponsorship Commitment: _____ Date: _____

Please enclose the completed form. For those writing checks, please make them payable to PEACE, Inc. and write CHAMPIONS OF DIVERSITY within the check's "memo" section.

Mailing Address:
217 S. Salina Street, 2nd Floor,
Syracuse, NY 13202

- For more information and online payment, scan the QR code or visit www.peace-caa.org/champions
- For questions, please call 315-634-3713, or communityengagement@peace-caa.org



PROGRAM BOOK ADVERTISEMENT PRINTING REQUIREMENTS

Please submit ads the exact size in JPG or PDF format. Send artwork at
communityengagement@peace-caa.org by April 15, 2026.

Full Page Ad: \$400
(5" W x 8" H)

Specialty Full Page Ad:*

(5.5" W x 8.5" H with .125" bleed**)

- Back Outside Full Page Ad * \$1000
- Front Inside Full Page Ad * \$750
- Back Inside Full Page Ad * \$500

** Priority for specialty ads are given to sponsors.*

*** A bleed is when the artwork goes to the edge of the page. The ad needs to be slightly larger than the actual ad size. This only pertains to the specialty ads.*

Quarter Page Ad Portrait:
\$150 (2.375" W x 3.875" H)

Quarter Page Ad Landscape: \$150
(5" W x 1.75" H)

Half Page Ad: \$250
(5" W x 3.875" H)