OVER THE EDGE
SPONSORSHIP OPPORTUNITIES
June 3-4, 2022
Downtown San Diego
realitychangers.org/over-the-edge
Over the Edge is a one-of-a-kind event where attendees rappel down the side of a high-rise building! Rappellers will enjoy gorgeous views of sunny San Diego and a life-changing adrenaline rush as they go Over The Edge.

Anyone who wants to rappel can set up a custom online fundraising page. Every person who raises a minimum of $1,000 for Reality Changers secures a place on the ropes! Typical rappellers include local business owners, VIPs, program graduates, and community members.

More than 1,000 Over The Edge events have been safely held in North America since 2008. Robust safety measures include comprehensive insurance coverage, certified ropes staff, and equipment redundancies.

On the big day, guests and spectators on the ground can enjoy games, music, food, and more as they cheer on descending rappellers.
YOUR SPONSORSHIP MAKES A DIFFERENCE

Reality Changers prepares youth to become first-generation college graduates and agents of change in their communities.

Funds raised through Over the Edge support the following programming.

For 8th-12th graders:
- College readiness programming
- Leadership skills training
- Public speaking practice
- Academic tutoring
- SAT/ACT preparation
- Community service opportunities
- Job shadowing
- Step-by-step application guidance for colleges, scholarships, and financial aid
- And more!

For program alumni:
- Career mentorship
- Professional networking
- Life-skills workshops
- On-campus support for college students
- Community college transfer and grad school application support
- Connections to resources
- And more!

3,000+
Program graduates since 2001

$21,862
Average gift aid awarded per year of college

685
College acceptance letters received in 2021

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College acceptance letters received in 2021
"IF IT WEREN’T FOR REALITY CHANGERS, THERE ARE SO MANY OPPORTUNITIES THAT I WOULDN’T HAVE HAD. I WOULDN’T BE WHERE I AM TODAY."

- Michelle, Class of 2020

Currently attending the University of Richmond on a full-ride scholarship
ELEVATE YOUR BRAND

Benefits of Sponsorship:

- Rappel down the side of a high-rise building!
- Connect your brand to education, community involvement, and adventure.
- Reach a diverse, engaged audience of 19,000 Reality Changers supporters.
- Facilitate staff bonding with team fundraising challenges and rappelling opportunities for employees.

2021 Event Results:

- $80,000 raised
- 250,000 digital marketing impressions
- 200 attendees - rappellers, spectators, and volunteers
- Live and pre-event coverage from KUSI, CBS 8, NBC 7, and San Diego Magazine.
- Celebrity appearances: Bill Walton and San Diego Seals star Austin Staats
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**Sponsorship Level Breakdown:**

- **Presenting ($15,000):** 4 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.
- **Diamond ($10,000):** 3 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.
- **Platinum ($5,000):** 2 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.
- **Gold ($2,500):** 1 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.
- **Silver ($1,000):** 1 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.
- **Bronze ($500):** 0 Rappel spots, Logo on event signage & website, Invitation to table in landing zone & distribute swag, Access to VIP area, Recognized on social media & in email newsletter, Logo included on t-shirt, Recognized in press release, Dedicated Social Media post (10,000 followers), Ability to reserve preferred rappelling times, Dedicated Newsletter Article (8,000 recipients), Day-of media and public speaking opportunities.

**Sponsorship Levels:**

- **Bronze ($500):** No sponsor level opportunities.
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**Sponsorship Benefits:**

- **Ability to reserve preferred rappelling times.**
- **Day-of media and public speaking opportunities.**
MORE SPONSORSHIP OPTIONS

In-Kind Donations
Businesses that donate goods or services will be recognized as event sponsors. Potential in-kind gifts:
- food & beverage
- printing services
- marketing & PR services
- event day entertainment
- swag and giveaways
- AV or DJ services

We can work with you to capture photos and video for your internal and external promotions!

Sponsor a Student
Donate your rappel spots to a deserving Reality Changers student or graduate! These inspiring young people may also be available to meet with employees and participate in media opportunities.
YES, WE WILL SPONSOR OVER THE EDGE AT THE FOLLOWING LEVEL:

☐ Presenting - $15,000  ☐ Diamond - $10,000  ☐ Platinum - $5,000
☐ Gold - $2,500  ☐ Silver - $1,000  ☐ Bronze - $500

PAYMENT METHOD:

☐ Check payable to Reality Changers (mail to: 4251 37th St, San Diego, CA 92105)
OR please charge:  ☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Full Name on Card: ____________________________________________________________

Card Number: ________________________________________________________________

Expiration Date: ________________  Security Code: ____________________________

Billing Address: ______________________________________________________________

Signature: __________________________________________________________ Date: __________

SPONSOR INFORMATION:

Company Name: ______________________________________________________________
(as it should be listed in marketing materials)

Company Address: ____________________________________________________________

Contact Name: ______________________________________________________________

Contact Phone: ___________________  Contact Email: ____________________________

PR/Marketing Contact & Email: ________________________________________________
(if different from above)

THANK YOU FOR HELPING TO TRANSFORM LIVES

Questions? Please contact Dawn Wensel at 619-516-2220
or Dawn@RealityChangers.org
GO OVER THE EDGE
realitychangers.org/over-the-edge

Contact: Dawn Wensel - Vice President, Development
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