

# OVER THE EDGE

## SPONSORSHIP OPPORTUNITIES



Photo: Linda Schafer



# over the EDGE

**October 23, 2022**

**Manchester Grand Hyatt  
Downtown San Diego**

[give.realitychangers.org/OverTheEdge2022](https://give.realitychangers.org/OverTheEdge2022)

# ABOUT 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.

Photo: Jim Pyle





# 3,000+

Program graduates  
since 2001

# \$21,862

Average gift aid  
awarded per year  
of college



# 685

College  
acceptance letters  
received in 2021



# 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!



**"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.

Photo: Bridget Phillips



## 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

# SPONSORSHIP OPPORTUNITIES

	Presenting \$15,000	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Rappel spots	4	3	2	1	1	0
Logo on event signage & website	Large Logo	✓	✓	✓	✓	✓
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	✓					

# 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!

Photo: Linda Schafer



## **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.

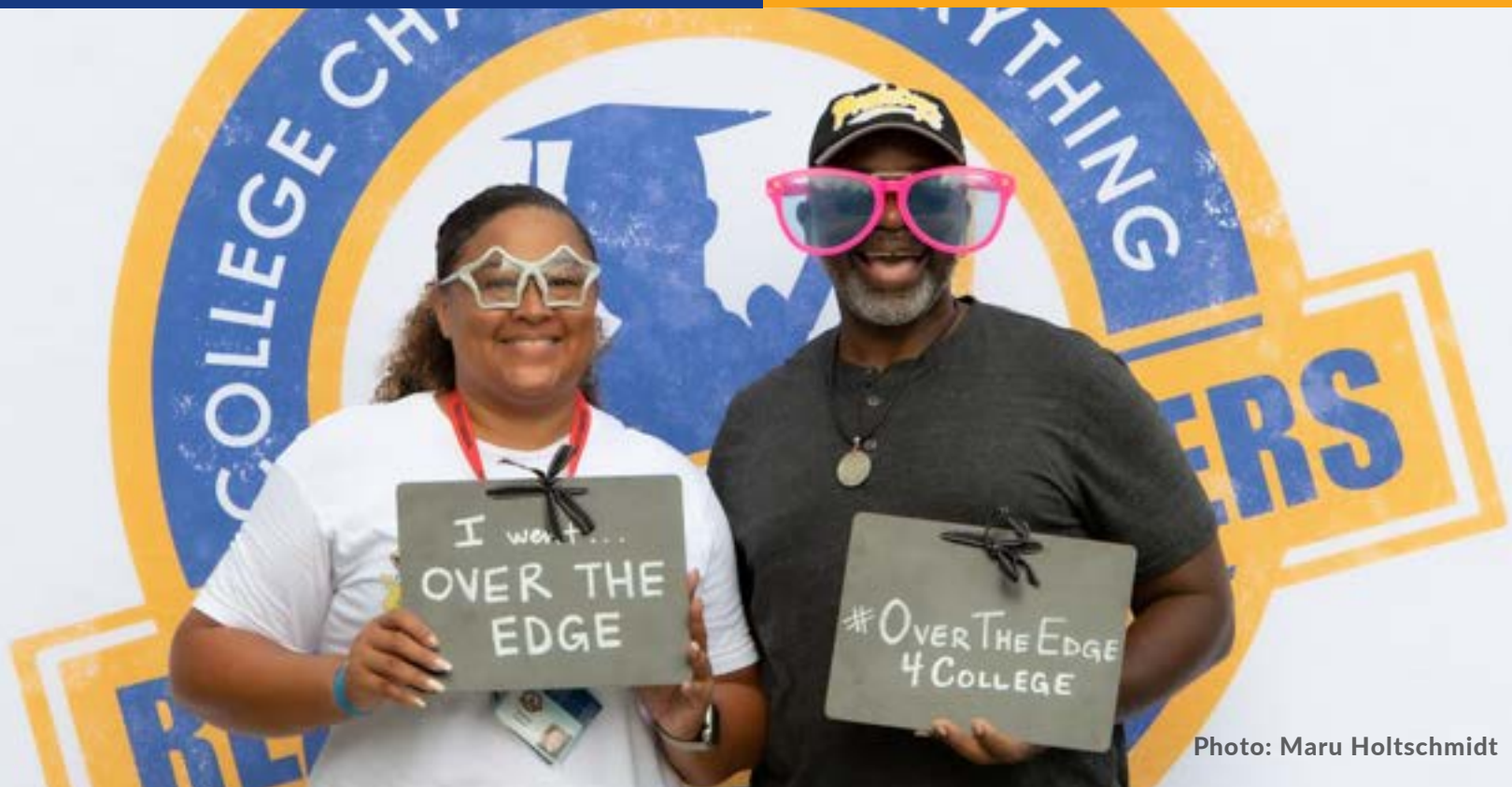


Photo: Maru Holtschmidt





## 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](mailto:Dawn@RealityChangers.org)





# GO OVER THE EDGE

[realitychangers.org/over-the-edge](https://realitychangers.org/over-the-edge)

**Contact:** Dawn Wensel - *Vice President, Development*  
Dawn@RealityChangers.org, (619) 516-2220