

OVER THE EDGE

SPONSORSHIP OPPORTUNITIES



Photo: Linda Schafer



over the EDGE

October 23, 2022

**Manchester Grand Hyatt
Downtown San Diego**

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



3,150+

Program graduates
since 2001

+60%

Our graduates are
60% more likely to
finish college than
similar peers



1,500

Young people
served annually
(8th grade - early career)



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 graduates:

- 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	✓	✓	✓	✓	✓
Option to include collateral & goodies in swag bags	✓	✓	✓	✓	✓	
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.

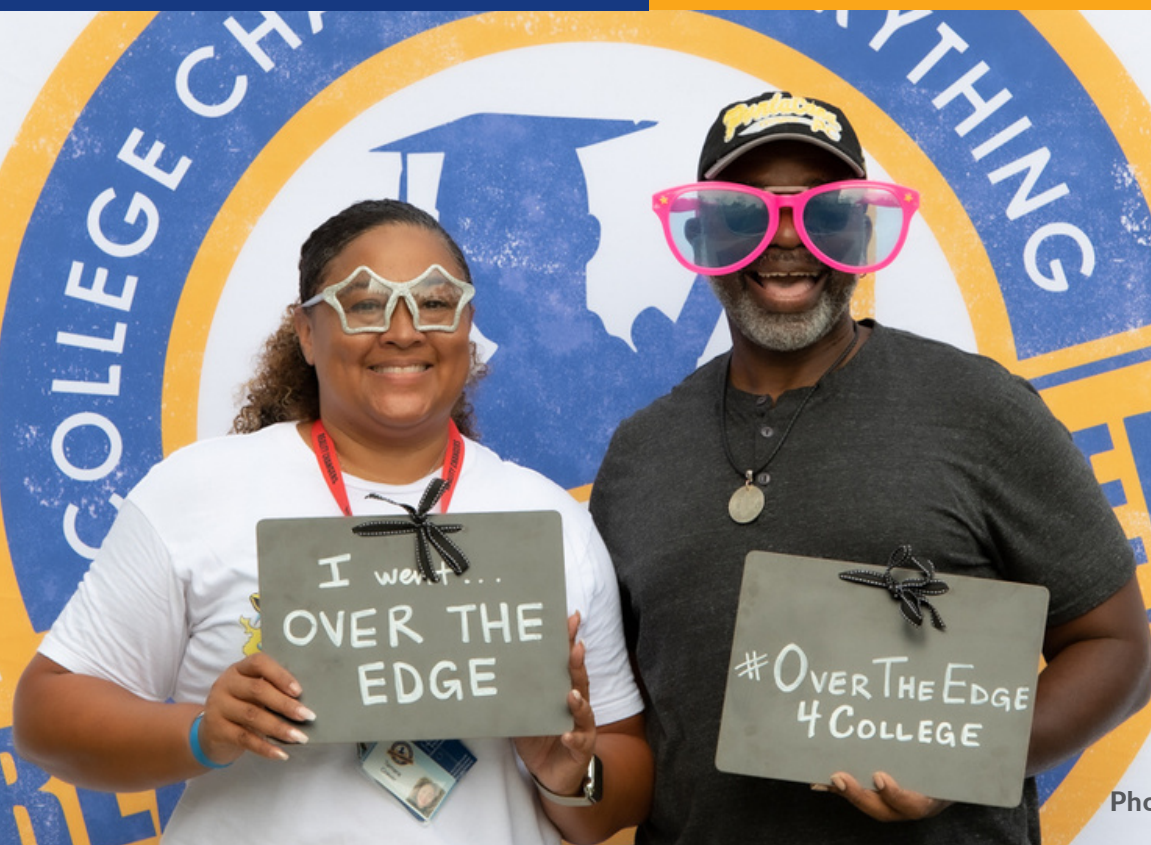


Photo: Maru Holtschmidt



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



GO OVER THE EDGE

realitychangers.org/over-the-edge

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