

# OVER THE EDGE

## SPONSORSHIP OPPORTUNITIES



**over the  
EDGE**

**August 25, 2024**

**Manchester Grand Hyatt  
Downtown San Diego**

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

# CHALLENGE YOURSELF. CHANGE LIVES.



Over the Edge is a one-of-a-kind event where guests **rappel 29 stories 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. Typical rappellers include business & community leaders, VIPs, and program graduates.

**More than 1,300 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. **This exciting event always attracts media coverage and generates buzz!**

# THE REALITY CHANGERS IMPACT

**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:

- Tutoring
- Mentorship
- College application help
- Scholarship & financial aid assistance
- Workshops for college students
- Career advising & professional development

Reality Changers participants are **eight times more likely** to graduate college than other first-generation, low-income youth.



**1,580**

People served annually



**3,500+**

Program graduates  
since 2001



**100%**

College acceptance rate



# SPONSORSHIP OPPORTUNITIES

	Presenting \$15,000	Diamond \$10,000	Gold \$5,000	Silver \$3,000
Rappel spots	4	3	2	1
Logo on event signage & website	Large Logo	✓	✓	✓
Option to include collateral & goodies in swag bags	✓	✓	✓	✓
Recognized on social media & in email newsletter	✓	✓	✓	✓
Opportunity to host a booth at the event	✓	✓	✓	✓
Logo included on t-shirt	✓	✓	✓	
Recognized in press release	✓	✓	✓	
Dedicated Social Media post (11,000 followers)	✓	✓		
Ability to reserve preferred rappelling times	✓	✓		
Dedicated Newsletter Article (7,700 recipients)	✓			
Day-of media and public speaking opportunities	✓			
Event title listed as "Over the Edge presented by <b>Your Company</b> " on all materials	✓			

Print deadline: July 15, 2024

# MORE SPONSORSHIP **OPTIONS**

## **In-Kind Donations**

Businesses that donate goods or services will be recognized as event sponsors. Sponsorship levels will be commensurate with the cash value of the donated items.

### Potential in-kind gifts:

- marketing & PR services
- event day entertainment
- t-shirts (logo included on shirt)
- photography & videography
- giveaways

## **Employee Team Building**

Groups of employees can fundraise together to send one person (or more) Over The Edge. Match the funds raised to unlock sponsor benefits for your company!

## **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.



# UNDERWRITING OPPORTUNITIES

## Helmet Sponsor: \$10,000

- Logo on rappeller helmets (sticker on the side). Seen in event photos.
- Includes 3 rappel spots
- Opportunity to host a booth at the event
- Opportunity to include giveaways/collateral in guest swag bags
- Name/logo recognition in the following event promotional materials:
  - T-shirt
  - Event website
  - Social media
  - Email newsletter
  - Event signage
  - Recognized in press release

## Rope Sponsor: \$7,500

- Sponsor announcement as rappellers descend. "So-and-so is now rappelling on the COMPANY rope."
- Includes 2 rappel spots
- Opportunity to host a booth at the event
- Opportunity to include giveaways/collateral in guest swag bags
- Name/logo recognition in the following event promotional materials:
  - T-shirt
  - Event website
  - Social media
  - Email newsletter
  - Event signage
  - Recognized in press release

# UNDERWRITING OPPORTUNITIES

## Parking Sponsor: \$2,500

- Exclusive logo on parking voucher signage
- Collateral handed to guest with parking voucher
- Includes 1 rappel
- Opportunity to include giveaway in guest swag bags
- Name/logo recognition in the following event promotional materials:
  - Event website
  - Social media
  - Email newsletter
  - Event signage

**SOLD**





# **GO OVER THE EDGE**

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

TD@RealityChangers.org, (619) 516-2220