

CHANGEMAKERS LUNCHEON



Workers Defense Project

Proyecto Defensa Laboral

**2020 MAKE
POWERFUL
CHANGE**



WORKERSDEFENSE.ORG

2020: MAKE POWERFUL CHANGE

In this moment in our nation's history, Workers Defense is excited to invite you to join in unity as a partner in our work with our members, volunteers, Board of Directors, Leadership Council and staff by becoming a sponsor of our **(virtual) 8th Annual Changemakers Luncheon**.

2020 has brought with it a unique set of challenges, from social movements calling for criminal justice reform to a global pandemic that has highlighted the systemic inequities our communities of immigrant and undocumented workers face. Fortunately, Workers Defense has been leading the charge working at the intersection of immigration, essential worker's rights and criminal justice reform to fight systemic inequalities born from racism and hate.

This year, on **September 24th at 11:30 am**, our (virtual) 8th Annual Changemakers Luncheon will honor Texas' essential immigrant workers who have put their lives on the line while also building power for workers throughout the state and nation through their resilience, bravery and determination to **make powerful change**.

SOME OF OUR 2020 ACCOMPLISHMENTS INCLUDE:

- **Providing more than \$800,000 in financial assistance to 1,400+ immigrant families**
- **Advocating for (and winning!) \$30 million of Emergency funds in Houston and Austin to support those left out of the CARES Act**
- **Advocating for (and winning!) 60-day delayed evictions policies in Dallas and Austin**
- **Developing, advocating for (and winning!) safety standards to protect construction workers from COVID-19 in Dallas, Austin and Houston**
- **Advocating for (and winning!) rental assistance policies in Dallas and Austin**
- **Advocating for (and winning!) a \$7.9 million public health fund in Austin**

Our community of essential immigrant workers are making powerful change — and they deserve to be celebrated.

Your support as a partner in our work empowers Workers Defense members to continue winning incredible victories for hundreds of thousands of essential, immigrant, and undocumented workers and their families.

As the national conversation surrounding essential workers' rights continues, we hope you will stand in solidarity with us to empower our members to fight for **their rights, their wages, and their families**. Together, we can create a better Texas where essential immigrant workers are treated with the dignity and respect they deserve.

Join us in building power with those building Texas.

IN UNITY, THERE IS STRENGTH! LA UNIÓN HACE LA FUERZA!!

WORKERS DEFENSE IS A STATEWIDE, MEMBERSHIP-BASED ORGANIZATION THAT EMPOWERS LOW-WAGE WORKERS TO ACHIEVE FAIR EMPLOYMENT THROUGH EDUCATION, DIRECT SERVICES, ORGANIZING AND STRATEGIC PARTNERSHIPS.

OUR NATIONAL IMPACT

Named by the New York Times as “one of the nation’s most creative organizations for immigrant workers,” Workers Defense is winning unprecedented victories in Texas to ensure safe, fair working conditions and civic representation for all low-wage, immigrant essential workers.



WE HAVE:

Recovered \$2 million for 1,900+ workers

Educated 30,000 workers on labor rights

Impacted 27,000+ construction workers through our innovative Better Builder program

Won paid sick time in Austin, Dallas and San Antonio – first of their kind in the Southern U.S.

Drafted COVID-19 safety protections with officials in Dallas, Harris and Travis counties

Won \$30 million in COVID-19 direct relief funds for essential workers in Austin and Houston

Created a comprehensive COVID-19 Resource Guide for workers in Austin, Dallas, Houston

YOUR AMPLIFIED REACH

The social media reach of Workers Defense is the largest of any immigrant-serving nonprofit worker center in Texas and continues to grow by 17% year-over-year.

LinkedIn

- 350 engaged followers

Monthly E-newsletter

- 10,000 subscribers

Facebook

- 15,000 engaged followers
- 240,000 impressions

Instagram

- 1,500 engaged followers
- 2,500 impressions

Twitter

- 6,000 engaged followers
- 215,000 impressions

JOIN US! For more information on Workers Defense sponsorship, please contact:
Director of Development Chance McKee chance@workersdefense.org

2020 SPONSOR BENEFITS

| | Change Maker \$5,000 | Justice Builder \$2,500 | Diversity Defender \$1,750 | Power Advocate \$1,500 | Community Champion \$1,000 | Social Supporter \$500 |
|--|--|---|---|---|---|---------------------------------------|
| Private, Pre-Event VIP Experience Tickets | 10 | 5 | 3 | 2 | 2 | 1 |
| Event Slideshow Recognition (by August 20) | Dedicated Single Slide for Logo | Dedicated Single Slide for Logo | Logo on Sponsors Slide | Logo on Sponsors Slide | Name on Sponsors Slide | Name on Sponsors Slide |
| Event Collateral Recognition (by August 20) | All Advertising Logo Recognition (Large) | All Advertising Logo Recognition (Large) | Select Advertising Logo Recognition (Medium) | Select Advertising Logo Recognition (Medium) | Select Advertising Name Listing | Select Advertising Name Listing |
| Event Program Recognition | Speaking Opportunity | Named Verbal Recognition | Named Verbal Recognition | General Sponsor Recognition | General Sponsor Recognition | General Sponsor Recognition |
| Website Home Page Recognition | Logo Recognition (Large) | Logo Recognition (Large) | Logo Recognition (Medium) | Logo Recognition (Small) | Name Listing | Name Listing |
| Website Partner Page Recognition | Linked Logo | Linked Logo | Linked Logo | Linked Logo | Linked Logo | Name Listing |
| E-Newsletter Recognition (Aug. – Sep.) | Linked Logo (Stand-Alone) | Linked Logo (Large) | Linked Logo (Small) | Name Listing | Name Listing | Name Listing |
| 2020 Annual Report Recognition | Linked Logo (Stand-Alone) | Linked Logo (Large) | Linked Logo (Small) | Name Listing | Name Listing | Name Listing |
| 300 Attendee Gift Bags (by August 20) | Sponsor- provided prod- uct placement | Sponsor- provided product placement | +\$250 | +\$500 | +\$500 | +\$500 |
| Facebook Posts* | 4 Dedicated Posts (July – Sep.) | 3 Dedicated Posts (July – Sep.) | 2 Dedicated Posts (July – Sep.) | 1 Dedicated Post (July – Aug) | 1 General Post | 1 General Post |
| Instagram Posts* | 1 Dedicated Post | 1 Dedicated Post | 1 Dedicated Post | 1 General Post | 1 General Post | 1 General Post |
| Twitter Mentions* | 2 Dedicated Mentions | 2 Dedicated Mentions | 1 Dedicated Mention | 1 Dedicated Mention | 1 General Mention | 1 General Mention |
| LinkedIn Mentions* | 2 Dedicated Mentions | 1 General Mention | 1 General Mention | 1 General Mention | 1 General Mention | 1 General Mention |
| “Building the American Dream” Film Tickets (by July 31) | 10 | 5 | 3 | 2 | 2 | 1 |
| Official Sponsor Rights | Rights to use Workers Defense Logo & “Official Sponsor” wording for sponsorship year (September 2020 – August 2021) | | | | | |

*Pre-Approval from Workers Defense required // In-kind donations recognized at half their cash value.