



# GEORGE FLOYD GLOBAL MEMORIAL



**3RD ANNUAL  
RISE & REMEMBER  
SPONSORSHIP PROPOSAL  
MAY 25-27, 2023 | Minneapolis**

# OUR STORY

## ABOUT GEORGE FLOYD GLOBAL MEMORIAL

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George Floyd Global Memorial (GFGM) is a cultural heritage preservation organization that exists to conserve stories of resistance to racial injustice. GFGM curates spaces for all people to grieve, pay their respects, and be a voice for justice.

*Our vision is to enhance collaborative community development in Minneapolis and inspire people to pursue racial justice & equity worldwide.*



On May 25th, 2020, George Floyd was murdered at the hands of the Minneapolis Police Department at the intersection of 38th Street E and Chicago Avenue S. The footage of his death sparked global protests, calls for justice, and a need for collective grieving. George's death inspired the world to stand in solidarity for racial justice and spotlighted the pervasive impacts of systemic racism. **We do not intend to let this moment pass us by.**

At the intersection of 38th Street E and Chicago Avenue S in Minneapolis, MN remains a community of a people who are taking back their power -- the power our governing systems have historically tried to take away. This location serves as a place of healing, grieving, reflecting, empowerment, and planning. This location is what we call George Floyd Square.

***The George Floyd Global Memorial was established to bring together members of George Floyd's family, the local community, and the world to demand and pursue justice. Our work ensures that the stories of the community are told within their original narratives, and used as educational resources for generations to come. The George Floyd Global Memorial is and will continue to be a living memorial that inspires all people to pursue justice.***

# MEET OUR BOARD



**Angela Harrelson**

## **Board Co-Chair/ Family Member**

Angela Harrelson has served several years in the military, is a Mental Health ICU RN, and a published author of the book, *Lift Your Voice: How My Nephew George Floyd's Murder Changed The World*. She honors her beloved nephew, George "Perry" Floyd's life by keeping his kind-hearted and gentle spirit alive through story. When reflecting upon her nephew, Angela remarks, "when Perry decided to make his home here, his presence was special. He is missed dearly by his friends and family who will continue to be a voice for him. We must not let his death be his last word!"

## **Board Co-Chair/ Family Member**

Paris Stevens is a native of Cedar Rapids, IA. She graduated in 1998 with a BS in Business Administration. Working in the mortgage industry for over 10 years, Paris has helped many achieve the "American Dream" of becoming homeowners. Since the death of her cousin, George "Perry" Floyd, Paris's heart has been pulled toward making change and sparking an awakening in those who are asleep. She believes that together we can accomplish more than we can separately. Her personal philosophy and call to action is, "Let us keep walking the walk together."



**Paris Stevens**



**Jeanelle Austin**

## **Executive Director**

Jeanelle Austin is the creator of Racial Agency Initiative, a racial justice leadership coaching company. She is also the lead caretaker of the memorial, where she guides a team of volunteers to stand in the unique space of preservation and protest. Jeanelle began tending to the memorial during the first week of the protest as a form of social resistance and self-care. Every day, the memorial looked different, and every day, she and others would tend to both the new and old offerings so that the story could be preserved.



# ABOUT RISE & REMEMBER

## WHAT IS RISE AND REMEMBER

MAY 25-27, 2023 | VARIOUS LOCATIONS

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Our annual three day event, *Rise & Remember*, exists to hold in remembrance George Floyd and those we have lost unjustly to the pervasive impacts of systemic racism. During the three-day event, activities will focus on education, empowerment, healing, celebration, and our collective pursuit for racial justice and equity. Throughout *Rise & Remember*, we will host a two-day conference, a candlelight vigil, a gala, and a festival. Our vision is that we can inspire people to rise to the occasion, come together in community, and build racial justice and equity.

*Please refer to next page for event goals and objectives.*



*The event honors the memory of George “Perry” Floyd and the families impacted by racial injustice, as well as provides a space for the community to heal.*



# ABOUT RISE & REMEMBER

## UBUNTU: MAKE THE IMPOSSIBLE, POSSIBLE

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Our theme for *Rise & Remember* this year is *Ubuntu: Make the Impossible, Possible*. Ubuntu is a South African word and philosophy translated as, “I am, because we are.” It derives from the Xhosa (Kōs-uh) language and acknowledges the relationship between self and humanity. Ubuntu directly challenges western ideals of individualism with ideals of collectivism. Essentially, it values people over profit, community over individualism, and collective power over individual power. When we see how our humanity is inextricably bound up in the humanity of others, we will be moved to guarantee liberation and justice for all.

## EVENT FUNDRAISING GOAL

To fully achieve our vision and ensure that *Rise & Remember: Ubuntu* is a transformational experience of culture, celebration, remembrance, in the ongoing pursuit of racial justice; **our goal is to raise \$400,000**. The participation of companies like yours, through *Rise & Remember* sponsorships, is a crucial part of our collective work towards justice, and a way to engage your company's value of racial equity. It is part of the practice of Ubuntu.

## INVITATION TO PARTNER

We are looking for partners who want to stand with us and make *Rise & Remember: Ubuntu* an experience that transforms hearts and minds. Your support will help us meet our fundraising goals, and will allow us to finance the George Floyd Global Memorial Gala, the Racial Justice Conference, the Candlelight Vigil, and our Support for Impacted Families Fund.

# EVENT GOALS AND OBJECTIVES

In order to remember those who have been lost unjustly and to effectively gather people together to rise to the occasion in the pursuit of racial justice, we developed four objectives for *Rise and Remember*.

1

Increase awareness of the George Floyd Global Memorial nonprofit, plans for a permanent building for the collection of offerings, and highlight the community committed to preserving and protecting the area where George Floyd was murdered by officers of the Minneapolis Police Department on May 25, 2020.

2

Honor and celebrate the community members who have held the physical space at George Floyd Square through public recognition at the event, social media storytelling, and oral history preservation. Through telling the story of GFS from the hearts and voices of the individuals who've poured their love and care into the protection and preservation of the George Floyd Global Memorial, GFGM maintains a commitment to being the "keepers of the story."

3

Provide thoughtful and meaningful acknowledgment of families who've lost loved ones to police violence in Minnesota and throughout the United States, as a gesture from the family of George "Perry" Floyd to the families who share their unique pain and interest in justice and lasting social change. Create long-term solidarity for shared support and advocacy to families who are awaiting justice.

4

Leverage the anniversary event to create lasting connections with stakeholders in the business community and residents living in the vicinity of 38th and Chicago. Additionally, use fundraising efforts to build relationships with corporate foundations in Minnesota and throughout the United States.

**To reach these strategies, we broke *Rise & Remember* into four separate events: Candlelight Vigil, Racial Justice Conference, George Floyd Global Memorial Gala, and Festival.**



OFFICIAL FLYER

# RISE & REMEMBER

GEORGE FLOYD GLOBAL MEMORIAL CELEBRATION

George Floyd Global Memorial (GFGM) and the community at George Floyd Square will host their 3rd Annual Rise & Remember celebration at 38th and Chicago in Minneapolis, MN.

Rise & Remember exists to hold in remembrance George Floyd and those we have lost to the pervasive impacts of systemic racism. During the three-day event, gatherings and activities focus on our collective and personal pursuit for racial equity. Throughout Rise and Remember, we will host a two-day conference, a candlelight vigil, a gala, and a festival. Our vision is that through this annual event, we can inspire people to rise to the occasion, come together in community, and build racial equity.

## UBUNTU

## MAY 25-27

**CANDLELIGHT VIGIL**

**MAY 25 | GEORGE FLOYD SQUARE**  
8 PM | Public Event | Minneapolis, MN

**UBUNTU CONFERENCE**

**MAY 25-26 | BEST BUY CAMPUS**  
Registration Application | Richfield, MN

**GFGM GALA**

**MAY 26 | PAISLEY PARK**  
6 PM | Ticketed Event | Chanhassen, MN

**RISE & REMEMBER FESTIVAL**

**MAY 27 | GEORGE FLOYD SQUARE**  
9 AM - 9 PM | Public Event | Minneapolis, MN

**INFORMATION, TICKETS, VOLUNTEER, & REGISTRER AT:**  
**[LINKTR.EE/GFGMRR](https://linktr.ee/GFGMRR)**



# VISIBILITY

## Your Brand Will Reach



- Over 2,000+ attendees over 3-days including attendees, performers, speakers, change agents, various leaders, and vendors.
- Over 6,000 + followers across GFGM's social media platforms
  - 📘 Facebook @gfgmemorial
  - 📷 Instagram @gfgmemorial
  - 🐦 Twitter @gfgmemorial
  - 📺 Youtube @gfgmemorial
- 1,000+ supporters through print and email communications.
- Fits under your Environmental, Social, and Governance Plan and Report.



*Common, Academy Award Winner, Rapper & Actor*

# EVENTS YOUR SPONSORSHIP GOES TOWARD

## Candlelight Vigil

Thursday, May 25, 2023 | 8:00 pm - 10:00 pm  
George Floyd Square  
38th & Chicago, Minneapolis, MN

*Dress for outside weather*  
[linktr.ee/gfgmrr](https://linktr.ee/gfgmrr)

Come and stand in solidarity as we remember George Floyd and the impact his death had on the world. George's death spotlighted the real and disparate impacts of police brutality on marginalized communities as well as inspired the world to demand justice for these victims. To this day, George's family and the community continue to grieve and fight for racial equity.

These candlelight vigils serve as sacred moments of remembrance. Through the focal point of George's death we know there is a collective hope; hope for a world that sees us, hears us, and rallies alongside us. At these candlelight vigils, we **WILL** reflect, we **WILL** center our hope, and we **WILL** find solace in our community.

In 2021, we lit over 600 LED candles, which allowed hundreds of people to participate in a collective act of remembrance.





## WHERE IS YOUR SPONSORSHIP GOING?

### Conference

Thursday, May 25 11 am- 5 pm & Friday, May 26 9 am- 2 pm

Best Buy Headquarters | 7601 Penn Avenue South Richfield, MN | [linktr.ee/gfgmrr](https://linktr.ee/gfgmrr)

Join change agents, thought leaders, and movement builders invested in fighting for racial justice and equity. Expect to meet community organizers, policy makers, cultural curators, artists, activists, and corporate executives who are committed to the work.

Sessions will touch on concepts surrounding wealth, health, power, and cultural preservation as tools of liberation. Attendees will up-skill, build connections, and broaden their perspective on how to grow and sustain movement around racial justice and equity.

### Gala

Friday, May 26 | Pre-event 5:30 pm | Social hour, Program, and Bash 6:00 pm - 11 pm

Paisley Park | 7801 Audubon Rd, Chanhassen, MN | [linktr.ee/gfgmrr](https://linktr.ee/gfgmrr)

This year, *Rise and Remember's* second gala will be held at Paisley Park, home and studio of Prince. Paisley Park has been graced by artists such as Lizzo, Madonna, and more. Funds raised at the Gala will help support operations and efforts at GFGM for the 2023-2024 year.

**Our fundraising goal for the gala is to raise \$300,000 for operations at GFGM.**

Following the program, we will have a gala bash hosted by artists from Sounds of Blackness who will be planning a dynamic dance celebration designed to tell the GFGM story while celebrating Black art and Black history. You won't want to miss this!

#### Gala funds will support:

- A capital campaign to launch a new center for Black art conservation.
- Provide art conservation treatment for the existing offerings.
- Hire an executive leadership team.
- Build racial equity within the cultural heritage preservation industry.
- Establish a permanent home for George Floyd Global Memorial.
- Create new jobs within the local Minneapolis economy.





WHERE IS YOUR SPONSORSHIP GOING?

## Festival

Saturday, May 26, 2023 | 9:00 am - 9:00 pm  
George Floyd Square  
38th & Chicago, Minneapolis, MN  
[linktr.ee/gfgmrr](https://linktr.ee/gfgmrr)

*Dress for outside weather*

### ***The event that started it all!***

On May 25th, 2020, George Floyd was murdered by the Minneapolis Police Department at the intersection of 38th Street E and Chicago Avenue S. People from all over the world gathered to protest, stand in solidarity, and demand justice. In the wake of George's death, thousands of people came together in community and occupied what is now known as George Floyd Square.

Join us at the 3rd Annual Rise & Remember Festival to honor George Floyd and celebrate each other, as well as the work we have done together. In the spirit of Ubuntu, we pay recognition to our neighbors, caretakers, protesters, community members, and the thousands of people who came and made George Floyd Square possible.

### **The festival will feature:**

Live performances \* Self-care fairs \* Kid's zones and free food for kids \* Art exhibitions \* Food from a diverse set of vendors \* Mutual Aid \* Black-Owned business vendors \* Inspirational speakers \* A concert from a national artist \* AND MORE!



# SPONSORSHIP PACKAGES

This year, your support will come at a critical time as we continue to reach new heights by scaling-up our community efforts and racial justice awareness. We are pleased to expand our programming by adding a conference to provide more opportunities for change.

## STANDARD PACKAGES

**UBUNTU** Ubuntu Sponsor, a title held uniquely for sponsors practicing radical generosity who have also supported Rise & Remember in the past.

### GLOBAL SPONSOR

#### **\$25,000 +**

- Limited Available
- Verbal acknowledgment on stage during the conference, gala, and festival
- Full page on event program
- Logo visible at conference
- Logo on festival stage banner
- Logo on mobile bidding interface
- Logo on GFGM website
- Pilgrimage at the square for company leadership
- (3) Boosted Social media post
- Guest presenter on the different festival stages
- (10) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30) pm

### BLACK LEVEL SPONSOR

#### **\$5,000-\$9,999**

- Quarter Page on Event Program
- Name on candlelight banner stage
- Name on festival banner stage
- Name on GFGM Website
- (1) Boosted social media post
- (2) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)

### RED LEVEL SPONSOR

#### **\$10,000-\$24,999**

- Half page on event program
- Logo visible at conference
- Logo on GFGM website
- Logo on festival stage banner
- Logo on mobile bidding interface
- Logo on GFGM website
- (2) Boosted social media post
- (5) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)

### GREEN LEVEL SPONSOR

#### **\$2,500-\$4,999**

- Name on stage banner
- Logo on event program
- Logo on GFGM website

# SPONSORSHIP PACKAGES

## SPECIALTY PACKAGES

Below are sponsorship packages with benefits not in standard packages or for specific audiences.

### **GALA SPONSOR**

#### **\$35,000**

This package will go specifically towards the gala and its efforts to raise the organization's operational budget.

- Limited Availability (10)
- Verbal acknowledgment on stage during the candlelight vigil, gala, conference, and festival
- Host a table at the Festival May 27th
- (15) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)
- Full Page on event program
- Logo visible at the conference
- Logo on festival stage banner
- Logo on mobile bidding platform
- Logo on GFGM website
- Pilgrimage at the square for company leadership
- Logo in gala program
- Boosted social media post (3)

### **BOOTS ON THE GROUND SPONSOR**

Donate up to \$2,499 or provide an in-kind donation for the event to become a Boots on the Ground Sponsor. GFGM appreciates every gift that a company or organization brings as a community offering. All gifts (financial or in-kind) will receive the following acknowledgments:

- Logo on Stage Banner
- Logo on GFGM Website

If you plan to give an in-kind donation, we will work with you to ensure that your donation fits the need and its value is reflected in the sponsorship tier.



# SPECIALTY SPONSORSHIPS

## SPECIALTY SPONSORSHIPS

Below are sponsorships with benefits not in standard packages or for specific audiences.

### T-SHIRT SPONSOR

**\$25,000**

This sponsorship will go specifically towards the t-shirts worn by volunteers, GFGM board, impacted families, and attendees.

- Limited Availability (3 - one sponsorship for each day)
  - May 25th - Candlelight Vigil, Conference
  - May 26th - Gala
  - May 27th - Festival
- Logo on the back of t-shirts
- Verbal acknowledgment on stage during the Candlelight vigil, gala, conference, and festival
- Half-Page on Event Program
- Logo visible at conference
- Logo on festival stage banner
- Logo on GFGM Website
- Pilgrimage at the square for company leadership
- (3) Boosted Social media post
- (5) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)

### PEOPLE'S CLOSET SPONSOR

**\$25,000**

This sponsorship will go specifically towards the mutual aid efforts.

- Limited Availability (3)
- Logo will go on customized tote bags that attendees will receive to put their mutual aid items into
- Verbal acknowledgment on stage during the Candlelight vigil, conference, and festival
- Half-Page on Event Program
- Logo visible at conference
- Logo on festival stage banner
- Logo on GFGM Website
- Pilgrimage at the square for company leadership
- (3) Boosted Social media post
- (5) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)

# SPECIALTY SPONSORSHIPS

## SPECIALTY SPONSORSHIPS

Below are sponsorships with benefits not in standard packages or for specific audiences.

### IMPACTED FAMILIES SPONSOR

**\$25,000**

This sponsorship will go specifically towards our impacted families and their experience at Rise and Remember

- Limited Availability (5)
- Logo will go on customized shirts that impacted families will be wearing
- Verbal acknowledgment on stage during the Candlelight vigil, conference, and festival
- Half-Page on Event Program
- Logo visible at conference
- Logo on festival stage banner
- Logo on GFGM Website
- Pilgrimage at the square for company leadership
- (3) Boosted Social media post
- (10) GFGM Gala tickets (Includes tour of Paisley Park starting at 5:30)



# WAYS TO GIVE

Please reach out to [thuy@gfgmemorial.org](mailto:thuy@gfgmemorial.org) to set up a meeting and discuss partnership and sponsorship.

Or

## CHECK:

Please make checks payable to:  
**George Floyd Global Memorial**  
Memo: Rise and Remember

## Mailing Address:

George Floyd Global Memorial  
3501 Chicago Avenue S  
Minneapolis, MN 55407

## Phone:

612-302-3433

## Email:

[Welcome@georgefloydglobalmemorial.org](mailto:Welcome@georgefloydglobalmemorial.org)

## Your Company Portal

If your company has a designated portal that requires registration from the George Floyd Global Memorial, please contact Jeanelle Austin, Executive Director:  
[jeanelle@gfgmemorial.org](mailto:jeanelle@gfgmemorial.org)

We are an approved 501(c)3 tax-exempt organization.





# THANK YOU

We extend our deepest gratitude to our sponsors for joining us in our commitment to advance racial justice and equity. We recognize that this work cannot be accomplished alone and requires a strong and supportive community.

We invite you to join us in this effort and become a sponsor of our events. Most importantly, we invite you to continue your engagement with us and attend all of our upcoming events.

**For more information** regarding our organization and all things *Rise & Remember*, please **visit** [linktr.ee/gfgmrr](https://linktr.ee/gfgmrr) and consider joining us on this important journey.

Last Updated March 27, 2023

