



2025

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# 2025 MID-ATLANTIC INNOCENCE PROJECT SPRING GALA SPONSORSHIP GUIDE

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## Quick Facts

**Date:** Friday, May 16, 2025

**Time:** 7:00 pm

**Location:**

The Mayflower Hotel  
1127 Connecticut Ave NW  
Washington, DC 20036

**Sponsorship Contacts:**

Gina Velosky, Director, Development & Communications  
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Iris Wu, Associate, Development & Communications  
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## ABOUT THE MID-ATLANTIC INNOCENCE PROJECT'S SPRING GALA

### *OUR FLAGSHIP ANNUAL FUNDRAISING EVENT*

Join us for our annual gala—a celebration of justice, hope, and resilience. This inspiring event serves as a community recognition of our collective efforts to provide free and timely legal services to innocent people who have been wrongfully convicted. Since our founding in 2000, the Mid-Atlantic Innocence Project has been dedicated to correcting and preventing wrongful convictions in DC, Maryland, and Virginia. As one of the leading organizations among the 59 innocence projects nationwide, we have proudly secured the release and exoneration of 44 innocent individuals, who collectively endured 889 years behind bars for crimes they did not commit.

But our work doesn't stop there. We've championed the passage of 20 transformative laws aimed at improving the criminal justice system for all. By choosing to sponsor this gala, you can play a vital role in the fight to free the wrongfully convicted and ensure that justice prevails. Together, let's make a lasting impact and inspire change!

# WHY SPONSOR? *The Impact on Mission.*



***Inspire others to support a compelling mission.*** This event is not just a celebration; it's a gathering of voices and efforts united in purpose. Your presence and support will resonate beyond the evening, inspiring others to take action and contribute to the cause and create lasting change for those wrongfully convicted. Together, we can foster a community of resilience and hope, ensuring that every individual has access to the fair legal representation they deserve to right past wrongs and prevent future ones. Join us in making a lasting impact—***together, we can change lives and create a more just society.***

***Join in the commitment to social justice.*** By supporting the Mid-Atlantic Innocence Project, you are becoming part of a community committed to justice, hope, and resilience. Your sponsorship ***directly funds free legal services for innocent individuals, helping to secure their release and restore their dignity.*** Every dollar raised during this event translates into impactful action, enabling us to exonerate the wrongfully convicted and prevent future injustices. Together, we can make a profound difference in the lives of those who need it most.

***Drive impactful change within the innocence community.*** Sponsorship of the gala not only reflects your commitment to social justice but also positions you as a pivotal leader in our collective efforts. As one of the foremost organizations among the 59 innocence projects nationwide, we demonstrate how unified action can lead to meaningful reform. Your sponsorship will contribute to a transformative movement that has ***already successfully advocated for 20 vital laws reshaping the criminal justice system.*** Together, we can enhance our impact and inspire others to join this essential fight for justice.





Help us bring  
innocence  
cases to court.

## Voice of Courage

**\$75,000**

*(Limited availability)*

- 20 tickets to the gala to use for your company or for guests
- Official Party Sponsor, with logo on: cocktail napkins or bar station(s), or lit on dance floor
- Logo on Gala signage in premium location
- Verbal acknowledgement and thank you at the welcome
- Logo recognition on Gala landing page
- Premium logo recognition on emails and communications pertaining to Gala
- Premium logo recognition on social media postings pertaining to Gala
- Premium digital ad placement with click through on our Gala landing page
- Voice of Courage sponsorship logo for use on your marketing materials

## Champion of Justice

**\$50,000**

*(Limited availability)*

- 15 tickets to the gala to use for your company or for guests
- Official Hors-D'Ouevres reception sponsor with logo at food stations
- Logo on Gala signage
- Verbal acknowledgement and thank you at the welcome
- Logo recognition on Gala landing page
- Logo recognition on emails and communications pertaining to Gala
- Logo recognition on social media postings pertaining to Gala
- Digital ad placement with click through on our Gala landing page
- Champion of Justice sponsorship logo for use on your marketing materials





## Defender of Innocence

***\$15,000***

- 12 tickets to the gala to use for your company or for guests
- Logo on Gala signage
- Verbal acknowledgement and thank you at the welcome
- Logo recognition on Gala landing page
- Logo recognition on social media postings pertaining to Gala

## Advocate

***\$10,000***

- 8 tickets to the gala to use for your company or for guests
- Listing on Gala signage
- Listing recognition on Gala landing page
- Listing recognition on social media postings pertaining to Gala





Help innocent  
people  
*rebuild* their lives  
and *reclaim* their  
story.

## Friend

*\$4,500*

- 4 tickets to the gala to use for your company or for guests
- Listing on Gala signage
- Listing recognition on Gala landing page





We hope to see you in May!