



2026

# **2026 MID-ATLANTIC INNOCENCE PROJECT'S *EVENING OF LIGHT* SPONSORSHIP GUIDE**





## Quick Facts

**Date:** Friday, May 15, 2026

**Time:** 7:00 pm

**What:** An evening fundraiser serving drinks and hors d'oeuvres

**Attire:** Cocktail Attire

**Location:** The Mayflower Hotel  
1127 Connecticut Ave NW  
Washington, DC 20036

## ABOUT THE MID-ATLANTIC INNOCENCE PROJECT'S *EVENING OF LIGHT*

### *OUR FLAGSHIP ANNUAL FUNDRAISING EVENT*

Join us for our annual fundraising evening—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 45 innocent individuals, who collectively endured over 900 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 fundraiser, 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?



***Align your brand with a compelling mission.*** Sponsoring our **Evening of Light** provides a unique platform to connect with like-minded individuals, organizations, and advocates who share your passion for equity and justice. This event is a gathering of voices united in purpose. Your presence and support will resonate beyond the evening, inspiring others to take action and contribute to the cause. Together, we can foster a community of resilience and hope, ensuring that every individual has access to the fair legal representation they deserve. Join us in making a lasting impact—together, we can change lives and create a more just society.

***Showcase your commitment to social justice.*** By supporting the Mid-Atlantic Innocence Project, you are joining a community dedicated to justice, hope, and resilience. Your sponsorship directly contributes to providing free legal services to innocent individuals, helping to secure their release and restore their dignity. Every dollar raised during this event translates into meaningful action, as we continue our work to exonerate the wrongfully convicted and prevent future injustices.

***Highlight your leadership within the community.*** Your involvement in our Evening of Light not only showcases your commitment to social justice but also highlights your leadership within the community. As one of the leading organizations among the 59 innocence projects nationwide, we have proven that collective action can drive significant change. With your sponsorship, you will be part of a transformative movement that has successfully championed 20 crucial laws that have changed the criminal justice system. By coming together, we can amplify our impact and inspire others to join in this critical fight for justice.





## BRAND EXPOSURE & VISIBILITY

### Voice of Courage \$75,000

- 20 tickets to the event to use for your company or for guests
- Official *Evening of Light* Title Sponsor, with logo on: cocktail napkins at bar station(s) OR "Presented By" Credit on welcome screen and signage Evening of Light Presented by the Mid-Atlantic Innocence Project and (The Sponsor)
- Logo on event signage in premium location
- Verbal acknowledgement and thank you at the welcome
- Logo Recognition on event landing page
- Premium logo Recognition on emails and communications pertaining to event
- Premium logo recognition on social media postings pertaining to event
- Premium digital ad placement with click through on our event landing page
- Voice of Courage sponsorship logo for use on your marketing materials
- Logo recognition on a program topic/section

### Champion of Justice \$50,000

- 18 tickets to the event to use for your company or for guests
- Official Bar and Hors D'Veures reception sponsor with logo at bar stations
- Logo on event signage
- Verbal acknowledgement and thank you at the welcome
- Logo Recognition on event landing page
- Logo Recognition on emails and communications pertaining to event
- Logo recognition on social media postings pertaining to event
- Digital ad placement with click through on our event landing page
- Champion of Justice sponsorship logo for use on your marketing materials
- Logo recognition on program topic/section



## BRAND EXPOSURE & VISIBILITY

### Partner for Freedom

***\$25,000***

- 16 tickets to the event to use for your company or for guests
- Logo on event signage
- Verbal acknowledgement and thank you at the welcome
- Logo Recognition on event landing page
- Logo recognition on social media postings pertaining to event
- Logo recognition on a program topic/section

### Defender of Innocence

***\$15,000***

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





BRAND  
EXPOSURE  
&  
VISIBILITY

## Advocate

*\$10,000*

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



## Friend

*\$4,500*

- 4 tickets to the event to use for your company or for guests
- Listing on event signage
- Listing Recognition on event landing page





We hope to see you there! *Thank you for your support.*

### *Sponsorship Contacts:*

Gina Velosky, Director, Development & Communications, [gvelosky@exonerate.org](mailto:gvelosky@exonerate.org)

Abby Johnson, Manager, Development & Events, [ajohnson@exonerate.org](mailto:ajohnson@exonerate.org)