

IN-KIND FOOD & DRINK SPONSORSHIP OPPORTUNITIES AVAILABLE

Promote your brand to influential New Yorkers who support ending poverty

The Organization

The **Resilience Advocacy Project (RAP)** is a cutting-edge child advocacy organization in New York City that breaks cycles of intergenerational poverty. RAP explores new and innovative ways to use the law to build the resilience of children - that is, to **maximize their ability to bounce back from the adversities of poverty** and persevere to achieve their dreams.

RAP's Autumn Resilience Series

To support our work, RAP is hosting a series of events that celebrate the natural resilience of New York City, of New Yorkers, and of our youth. RAP is developing creative ideas that capitalize on the themes of personal and community resilience, inner-strength and endurance, and youth activism by drawing on its resources in the NYC artistic and activist communities for entertainment.

RAP is creating **events that provide a fun space for intelligent, successful, passionate and committed young professionals** to mingle, enjoy a night off from their taxing jobs, and support a good cause.

These high-end events will be held in galleries, lounges, and bars in communities throughout the city. They'll feature performances and showcases from exciting up-and-coming artists, performers, and film-makers, all around the theme of resilience and youth.

The Founder

Brooke Richie, the founder and executive director of Resilience Advocacy Project (ResilienceLaw.org), is a graduate of Yale University, Harvard Law School, and the Harvard Kennedy School of Government. Since 2008, she has also been the **co-host of City Watch**, a bi-weekly cultural, social, and political NYC radio show with **a listenership of over 2 million people** on WBAI, Pacifica Radio. She is also a New York Public Policy Examiner for *Examiner.com*, a website that reaches 1.2 million unique readers a month. She is a proud second-generation New-Yorker, and an active participant in the City's many social and cultural communities.

The Opportunity

RAP is looking for corporate sponsorship that fits well with the idea of celebrating the enduring strength of the city and its inhabitants. RAP will widely publicize the sponsorship, and will leverage radio, print, and online media PR to maximize exposure. In addition, we'll work with the corporate sponsor to identify additional publicity mechanisms.

You can learn more about corporate sponsorships and in-kind food and drink donations by contacting Anittah Patrick at ANP@CategoryOTHER.com or (212) 360 2363.

