



Dear Friend,

We are reaching out to you seeking event sponsorship for an upcoming series about land access and reparations in Ithaca and the Finger Lakes Region.

According to the [2016 United Nations panel report](#), the United States owes reparations to African Americans for historic and current 'racial terrorism'. A growing movement in the United States is calling for land-based reparations, because in the words of Malcolm X, "Revolution is based on land. Land is the basis of all independence. Land is the basis of freedom, justice, and equality." Here in Ithaca we are honored to be doing work towards this goal. We are hosting a series of community events, culminating in an action planning session with Leah Penniman of [Soul Fire Farm](#). Leah's extensive experience and vision will guide us in making land-based reparations a reality for BIPOC (Black, Indigenous, and People of Color) in our community. We are looking to you, as a business or organization committed to racial justice and equity, to help support this work.

All events will take place at the Tompkins County Public Library:

- **3/7 Farming While Black Book Tour** community event and book signing!
- **3/8 Community Action Planning** session with Leah Penniman where we will come together to create a roadmap for making the Ithaca area a leader in the reparations movement

At a time of much uncertainty and increased economic and racial division in our country and immediate community, supporting this event will help us to find local and lasting solutions. Additional monetary donations beyond what is needed for these events will be used to directly support regional land-based reparations efforts managed by and for BIPOC.

We would be honored if your business/organization would be a sponsor for this event at a level that makes sense for you:

Solidarity Level (\$250)

- Your logo & link on the event Webpage (*2,100 views/month*)
- A personalized "Thank You" post on Facebook event page with logo and link (*2,000 fans*)
- Space for your brochures on table at all events (*~500 people*)
- Your company name printed in program

Harmony Level (\$500)

- Your logo & link on the event Webpage (*2,100 views/month*)
- Your logo & link in the March Groundswell E-Newsletter (*2,100 subscribers*)
- A personalized "Thank You" post on Facebook event page with logo and link (*2,000 fans*)
- Space for your brochures on table at event
- Your banner featured at the event on March 7th
- Your logo in printed event program (*150+ distributed*)

Unity Level (\$1,000)

- Your logo & link on the event webpage (*2,100 views/month*)
- Your logo & link in the March Groundswell E-Newsletter (*2100 subscribers*)
- A personalized “Thank You” post on Facebook with logo and link (*2,000 fans*)
- Space for your brochures on table at event
- Your banner featured at the event on March 7th
- Thank You announcement at the event and opportunity to speak for 2 minutes to promote your business at the event

We're extremely grateful for any amount you are willing to contribute!

Groundswell is a project of the Center for Transformative Action (CTA), a 501(c)3 nonprofit organization, and all donations are tax-deductible. Please make checks out to CTA/GROUNDSWELL, 225 S Fulton St, Ithaca NY 14850.

The deadline to sponsor is February 15. Please contact Natalie Hughes by phone at 607-319-5095 or email natalie@groundswellcenter.org to confirm your commitment. We'll follow up with you via phone next week.

With Gratitude,



Elizabeth Gabriel
Director, Groundswell Center

And the Coordinating Team: Amanda David, Rootwork Herbals, Katie Church and Laura Arias, Youth Farm Project