

Join Us for a Celebration a Quarter of a Century in the Making!

On February 27, 1997, Jon Shure incorporated a fledgling think tank named New Jersey Policy Perspective. From a one-person operation run out of a home office and post office box, NJPP has grown tremendously in scope and reach: releasing hundreds of reports and briefs; meaningfully engaging with partners, advocates, and legislators across the state; and helping shape the state's most pressing debates through strategic communications.

Together, we have come so far and accomplished so much to build a more equitable Garden State. NJPP has been at the forefront of efforts to secure a thriving future for everyone in our state — from a \$15 minimum wage, to paid sick leave, to higher-quality and more affordable health care, to pay equity, and beyond. But no matter how much progress we have made, drastic disparities still persist along the lines of race, ethnicity, gender, and sexual orientation. The past two and a half decades are truly just the beginning.

We're proud of NJPP's accomplishments and the reputation for rock-solid research and policy ideas built over these 25 years. We have become a trusted resource whose influence spans from the grassroots, to the Legislature, to the governor's office and even beyond our state's borders. By sponsoring our silver anniversary year, you can help ensure that our work to advance economic justice and racial equity will continue for the next 25 years and beyond.

25th Anniversary sponsors will be invited to an array of exclusive online and in-person gatherings, policy briefings with NJPP leadership and analysts, and will be recognized online and in a variety of print materials. The celebration will culminate with two major, in-person events:

NJPP 25th Anniversary Gala: September 22, 2022
Progress 2022 Conference: September 23, 2022

All sponsors — regardless of level — will enjoy advance access to new research and reports and invitations to join NJPP staff for special briefings across the year. All sponsors will be recognized in NJPP newsletters, e-blasts, and event-related social media posts, 25th Anniversary Gala and Progress 2022 press releases, and will receive spoken recognition at events.

To guarantee inclusion in the printed invitation, sponsorship pledges must be received prior to June 2, 2022. To learn more, please visit njpp.org/celebrate25 or contact Jennifer Fekete-Donners, Development Director, at jennifer@njpp.org.

Join NJPP in celebrating its milestone Silver Anniversary!

Sponsorship at all levels brings a range of benefits and recognition opportunities.

In addition to the benefits outlined below, Presenting Sponsors will enjoy unique recognition across NJPP's 25th Anniversary year, as well as:

- Two private briefings on a topic of your choice led by NJPP's President and analysts
- Two tickets to join NJPP staff members at Impact 2022, the Center on Budget and Policy Priorities' national conference on progressive policy in Washington D.C.

25th Anniversary Sponsorship Levels and Benefits

Benefits	Presenting Sponsor: \$25,000	Leader: \$15,000	Advocate: \$10,000	Partner: \$5,000	Friend: \$2,500	Supporter: \$1,000	Ally: \$500
Reserved seats at the 25th Anniversary Gala	10	8	6	5	4	2	1
VIP tickets to Progress 2022	10	8	6	5	4	2	1
Space for guests at all additional 2022 gatherings	4	2	2	2	2	2	2
Recognition Opportunities							
Event registration pages	Logo						
Signage on Gala bar and Conference snack bar	Logo						
Print and digital invites to additional 2022 gatherings	Logo	Logo					
Advertisement in Gala program	Full Page	Full Page	Full Page	1/2 Page	1/4 Page		
Invitations, donor boards, programs, and slideshows	Logo	Logo	Logo	Name	Name	Name	Name
Event-related email blasts and social media posts	Logo	Logo	Logo	Name	Name	Name	Name

* Please note that logo inclusion can be replaced by name recognition at any level, per the donor's request.

