



SPONSORSHIP PROPOSAL

Unlock the power of community engagement as the exclusive sponsor of the Momma Bear Book, Community Curriculum. Benefit from extensive radio promotion on 94.3 WYBC and Hot 93.7, targeted flyer distribution in high-impact areas, strategic social media campaigns, and full approval on all content. Join us in making a lasting impact together!

"Momma Bear" was authored by L.O.R.D.—aka Gaylord Salters. L.O.R.D. Started Go Get It Publishing and published Momma Bear while he was incarcerated during an unjust 20-year prison stint. During this period is when he became an author and staunch advocate for social reform in the United States.

L.O.R.D. teaching the Momma Bear Book Community curriculum at Boys & Girls club.



LINKED PROOF OF IMPACT (CLICKABLE IN DIGITAL VERSION):

1. Surprising His Mother - A heartfelt moment as Mr. Salters shares *Momma Bear* with his mother: <https://www.facebook.com/share/r/1CSfenb5kx/?mibextid=wwXlfr>
2. Media Coverage - Celebrating Mr. Salters' accomplishments from prison: [Connecticut father launches publishing company from behind bars](#)
3. Gratitude video - Mr. Salters thanks fans while revealing a literary partnership opportunity: <https://youtu.be/WG35FzCPhrc>
4. Motivational Speech - Explaining the mission of his company: <https://fb.watch/i0rf3BBpQq/?mibextid=vTn5qL>
5. Global Distribution Deal - announcing a significant business milestone: <https://www.facebook.com/share/v/16nrq6hiqT/?mibextid=wwXlfr>
6. Systemic Corruption Exposed - Discussing the injustice experienced :<https://www.facebook.com/gaylord.salters.5/videos/wrongfully-convicted-new-haven-ct-man-gaylord-salters-aka-author-lord-authorlord/1037164330364605/>
7. Family Reunion - Emotional release after 20 years of incarceration: <https://fb.watch/i0sPrza6fs/?mibextid=gkx3sN>
8. Community Engagement - Pop-up Pizza Party sponsored by his company for local youth, one month after his release <https://www.facebook.com/reel/411332097734788?mibextid=wa05Vy&fs=e&s=9RfQYY>
9. Community Engagement - Salters gets Governor Ned Lamont to publicly agree to committing \$3 million for a Clean Slate office that assists X offenders with having lower level felonies erased from their records: <https://www.facebook.com/share/r/15uFhLDNCr/?mibextid=wwXlfr>
10. International Media Recognition - coverage of Momma Bear and it's impact: <https://www.canadiantimesjournal.com/article/590862448-gripping-brutally-honest-novel-of-inner-city-life-written-from-prison-cell-appeals-to-readers-from-every-walk-of-life>
11. Momma Bear Review - Reputable literary firm gives review: [Corrupt Justice System and Inner-City Strife Met with Steadfast Love | BookTrib.](#)

12. 22 second clip of Mr. Salters celebrating his book being on display at Yale University:
<https://www.facebook.com/566471199/posts/pfbid02bG7yAayrG53P78RNcmfLsevyAL29SxRJ3hLiMLoT289Loiwyzh6Yp7RkvVLDWial/?mibextid=DcJ9fc>
13. Community Engagement - Salters becomes a poster child for the nation's "second look movement", spawned by the Sentencing Project in Washington DC:
<https://www.sentencingproject.org/experiences/gaylord-salters/>
14. Salters' Mother, the inspiration for Momma Bear, passes away
https://www.davisfuneralhomenc.com/obituaries/Gloria-E-Johnson?obId=31793285&fbclid=IwZXh0bgNhZW0CMTEAAR7xOMOSIAwG5cr4z8v8sbmXdIWIVLwlOnCEupJYiwjVsdaujS0DXPqcZvLM1g_aem_cm7F_2kraUQpvdUEbQPXqQ
15. Salters thanks the Sentencing Project in instagram post while honoring his mother after she passes
<https://www.instagram.com/reel/C8PD-ekuspU/?igsh=bGszaTQ3ZzA5dWMY>

ARTICLES/ NEWS

1. https://www.wtnh.com/news/connecticut/new-haven/clothing-collection-unveiled-at-new-haven-apparel-shop-aims-to-uplift-community/?fbclid=IwQ0xDSwKjXatleHRuA2FibQIxMQABHorot_zY1zh1mVTGLNs7FZrKThH0rD2JkWaLAHPbvzhI7btR-Bfj6ZcFvGDe_aem_HH_8AcoN8gXiRV3O35xj
2. https://www.newhavenindependent.org/article/new_clothing_collection_seeks_to_flip_the_script
3. [CT bill would give incarcerated more options for sentence reduction](#)
4. [ENet Alum Gaylord Salters Fights for Reform | Goodwin University](#)
5. [New Havener Of The Year | New Haven Independent](#)
6. [Roxbury library to hold panel on Peter Reilly trial](#)
7. [Seven days of rallies highlight wrongful convictions in New Haven - Yale Daily News](#)
8. [CT prosecutors strive for efficiency, equity through 'Moving Justice Forward' initiative](#)
9. [New Haven man exonerated after 30 years has emotional reunion with prosecutor](#)
10. [Protesters in New Haven speak out against wrongful convictions](#)

- 11.[Advocates fight for those wrongfully convicted in New Haven](#)
- 12.[Protesters demand investigation into wrongful convictions in New Haven](#)
- 13.["Facing Life" Explores Life Imprisonment and Racial Injustice in Two States | Yale Law School](#)
- 14.[New Haven courthouse protest targets wrongful convictions](#)
- 15.[Protest brings attention to wrongful convictions in New Haven over official misconduct](#)
- 16.[Holding Me Captive - Credits](#)
- 17.[After Witness Recants, Prisoner Presses Case | New Haven Independent](#)
- 18.[Man Says He Has Been Wrongly Imprisoned For 20 Years. New Haven Police Withholding Evidence](#)
- 19.[Gaylord Salters Comes Home | New Haven Independent](#)
- 20.[Protest for New Haven's high rate of wrongful convictions set for Wednesday](#)
- 21.[Something's Rotten in the Judicial District of New Haven. - CT Examiner](#)
- 22.[Falsely convicted men protest alleged corruption - Yale Daily News](#)
- 23.[Connecticut father launches publishing company from behind](#)

SPONSOR BENEFITS

RADIO PROMOTION

****94.3 WYBC****

18 thirty-second commercials acknowledging sponsor of Momma Bear Book, Community Curriculum will air on 94.3 WYBC. Commercials will air during prime time.

This plan of action will take place two weeks prior to first workshop.

****Hot 93.7****

24 thirty-second commercials acknowledging sponsor of Momma Bear Book, Community Curriculum, will air on Hot 93.7, Connecticut's largest Hip Hop station. Commercials will air during prime time.

This plan of action will take place one week prior to first class, for a total of two weeks of strong radio promo.

FLYER DISTRIBUTION

One thousand full-color 4"x 6" flyers acknowledging sponsor of Momma Bear Book, Community Curriculum will be printed.

Distribution Strategy

1. Author L.O.R.D. will make appearances as Go Get It Publishing's street team distributes flyers throughout the community, specifically focusing on areas of high gun violence and at-risk youth.
2. Video of Author L.O.R.D. and Go Get It Publishing's Street team passing out flyers engaging youths, community members, and community leaders, will be created and shared with sponsor.

SOCIAL MEDIA CAMPAIGN

1. Two weeks of daily paid social media ads will run simultaneously with radio ads and flyer distribution.
2. Sponsor of Momma Bear Book, Community Curriculum will be acknowledged in all social media ads.

PROOFS & APPROVALS

1. All radio commercials/concepts will be shared with sponsor for approval prior to publication.
2. All proofs of flyers/concepts will be shared with sponsor for approval prior to publication.
3. All social media content will be shared with sponsor for approval prior to publication.

MOMMA BEAR: REDEMPTION, RESILIENCE & COMMUNITY IMPACT

Written and published by Gaylord Salters from behind bars

<https://www.facebook.com/share/r/1FsKkFGzaW/?mibextid=wwXlfr>

SPONSORSHIP BENEFITS (TIERED PACKAGES):

\$1,500 – Community Partner

Name/logo on printed flyers

Mention in social media posts

Invitation to closing cohort ceremony with politicians and community leaders

\$3,000 – Local Impact Sponsor

All "Community Partner" benefits +

Logo on website landing page

Inclusion in social media ad campaigns

Verbal recognition during closing cohort ceremony with politicians and community leaders

\$5,000 – Media Sponsor

All "Local Impact Sponsor" benefits +

2 mentions on Hot 93.7 OR 94.3 WYBC radio

Logo included in cohort recap video

2 social posts (pre- and post-cohort)

Interview feature option for newsletter or IG Live

\$10,000 – Cohort Sponsor

All "Media Sponsor" benefits +

Prominent logo placement on all flyers and printed materials

Included in radio promo rotation (18–24 slots)

Featured in cohort recap video

Priority invitation and networking access during closing cohort event with politicians and community leaders

\$25,000 – Presenting Sponsor

All previous benefits +

Primary logo position on all materials

Mentioned as "Presenting Sponsor" in all media

Exclusive branding rights in press release

Behind-the-scenes media access

First right of refusal for next city expansion

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Momma Bear Curriculum for your review.

<https://docs.google.com/document/d/1-x1FWGcoT7JdpkmtSQ0lxuKvQjcjXmt68ZVGotnk8uY/edit?usp=drivesdk>

If interested please provide the following via returning the email. (Copy, paste, answer)

Name (Name of business):

: _____

Phone

Number: _____

Email: _____

Package Description: _____

Please keep in mind all sponsorships are tax deductible via Next Level Empowerment Program (501c3). Consult with your tax accountant about charitable donations and or sponsorships. With gratitude all is appreciated. Thank you for being part of the cause.

