Voices of the Innocent:
Journey to Freedom
Thursday, November 3 | 7pm | Virtual Event

SPONSORSHIP OPPORTUNITIES
Dear Friends,

When you think of our work, you may imagine that iconic moment when an innocent person walks out of prison, raising their hands in the air in celebration of their first breath of freedom after the injustice of a wrongful conviction. We live for moments like these, but we know they are only one small part of a long and arduous journey, one that starts years or even decades before and doesn’t end on the courthouse steps, but continues for a lifetime.

At this year’s event, **Voices of the Innocent: Journey to Freedom**, please join us as we share intimate stories from along the journey – from the crushing blow of a wrongful conviction and the struggle to maintain hope, to the long fight for justice and the trials and triumphs of rebuilding in freedom. We will also give you a rare inside look at the often emotional, sometimes painstaking, and always rewarding work we do at the New England Innocence Project in service of people who have been wrongfully convicted.

The journey to freedom is both a difficult and beautiful one. It is paved with obstacles and frustrations. It requires tremendous resources, both intellectual and financial. But, it is also transformative, filled with love, compassion, and dedication. For exonerees who are no longer in prison, it is a long road as they work to experience freedom for all it is.

We are committed to making the journey with people to freedom. We know that you too care deeply about justice. So, please join us on this journey, support this tremendous work, and witness the stories and wisdom shared at this special event. We can’t wait to experience it with you.

Sincerely

Radha Natarajan

Radha Natarajan
Executive Director, New England Innocence Project
ABOUT THE NEW ENGLAND INNOCENCE PROJECT

The New England Innocence Project is a social justice non-profit that works to correct and prevent wrongful convictions and fights injustice within the criminal legal system for innocent people imprisoned for a crime they did not commit. Our team provides free forensic testing, investigation, experts, and an experienced legal team to exonerate the innocent and bring them home to their loved ones. We provide exoneree support as they work to rebuild their lives in freedom through the peer-led Exoneree Network and use our expertise about wrongful convictions to provide education and advocate for legislative and judicial reforms to prevent future tragedies.

Each day we receive letters from wrongfully convicted people who need our help. We currently have 85 cases with active investigations and nearly 364 open applications from people throughout New England.

There have been approximately 3,166 exonerations in the United States since 1989, stealing more than 27,200 years from innocent people and their families.
THANK YOU TO OUR 2021 SPONSORS

Presenting Sponsors

BERNSTEIN SHUR

TOWN FAIR TIRE FOUNDATION, INC.

Justice Champions

FOLEY HOAG LLP
Gardiner Howland Shaw Foundation

GOODWIN
LATHAM WATKINS

ROPES & GRAY
Rubius Therapeutics

Freedom Contributors

Arent Fox LLP
Brown Rudnick
Loevy & Loevy Attorneys at Law
McDermott Will & Emery LLP
Morgan Lewis
Skadden, Arps, Slate, Meagher & Flom LLP
White & Case

Hope Supporters

Choate, Hall & Stewart LLP
Deloitte
Elkins, Auer, Rudof, & Schiff
Gail Roberts, Ed Feijo & Team
Hogan Lovells LLP
JoAnn (Roberto Luongo) DeNapoli Charitable Foundation, Inc.
New England Biolabs, Inc.
Truro Vineyards and South Hollow Spirits
ABOUT VOICES OF THE INNOCENT

Voices of the Innocent is the New England Innocence Project’s biggest annual storytelling event and fundraiser. Featuring the stories of those most impacted, Voices of the Innocent creates a unique opportunity to bring our community together in our fight for justice.

To date, nearly 4,500 people from across New England and nationwide have engaged with our Voices of the Innocent event content.

“Extraordinary, infuriating, and moving event. The stories and the work continue.”

I just wanted to tell you how amazing last night’s events were! You could tell how much effort and passion went into the entire thing. There was not a dry eye in the room at our watch party (about 25-30 people).

Tonight’s program was so much more than a fundraiser -- it was a beautifully produced evening of storytelling, advocacy, and inspiration. I will be thinking about what I learned and experienced tonight forever.

That was superb. The exonerees, the lawyers, the families and that bond between exonerees and their legal teams, but above all the injustice and the need for support were brought out magnificently.
“The arc of the moral universe is long, but it bends toward justice.”
Attributed to Martin Luther King, Jr., originally invoked by abolitionist Theodore Parker (Lexington, MA)

The **ARC OF JUSTICE** award recognizes a New England Innocence Project partner who has demonstrated unparalleled commitment, tenacity, and courage to "bend the arc of the moral universe toward justice" for innocent people convicted of crimes they did not commit. The principle behind the Arc of Justice Award is that the arc only bends toward justice when people pull it there; it does not happen on its own.

2022 is a year to examine the entire journey to freedom, including the very difficult process of healing after the trauma of long-term wrongful imprisonment, and this year, it is our distinct honor to present the **2022 ARC OF JUSTICE** Award to:

**KRISTIN DAME**

Kristin Dame is a social service advocate who is deeply devoted to supporting people in Massachusetts who face or have experienced incarceration. As an invaluable thought partner to the Exoneree Network, she supports people who have been wrongfully convicted in a myriad of ways, including helping people acquire an official ID, health insurance, and benefits; assisting with new technology to attend job interviews and support meetings; and providing emotional support as community members learn to navigate a new world. Exonerees describe her as "generous," "caring," "thoughtful," "driven," and "dedicated" and consider her a role model and mentor. She is truly an unsung hero and we are so thrilled to sing her praises this year.

---

**2021 Award Winners:** Attorney Barbara Munro, Attorney Madeline Weaver Blanchette, Investigator John Nardizzi and Investigator Jill Vaglica of the Watson Team

**2020 Award Winners:** E. Peter Parker, Joseph Savage and Ashley Drake of Goodwin Law, Chad Higgins of Bernstein Shur, Investigator Rick Hamilton of the Sprinkle team

**2019 Award Winner:** Ropes & Gray of the Cifizzari team
A GLIMPSE INTO NEIP’S JOURNEY

Celebrating Freedom

Freedom Party Picnic

Supporting those still imprisoned

The Exoneree Network

Wrongful Conviction Day March and Rally
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: $50,000

- Logo/family name headlining event marketing materials and digital program book
- 1-minute sponsor video played during opening credits of the event and featured in digital program book
- Full-page ad prominently featured in digital program book
- Logo/family name featured on NEIP’s website, in pre- and post-event newsletters to 7,280 recipients, and on social media channels
- Featured post on NEIP’s LinkedIn page
- Prominent recognition during the virtual event, with visibility to attendees throughout New England
- Private “Lunch and Learn” event with NEIP and an exoneree storyteller (to be scheduled after the event)

CHANGEMAKER: $25,000

- Logo/family name headlining event marketing materials and digital program book
- 45-second sponsor video AND full-page ad prominently featured in digital program book
- Logo/family name featured on NEIP’s website, in pre- and post-event newsletters to 7,280 recipients, and on social media channels
- Featured post on NEIP’s LinkedIn page
- Prominent recognition during the virtual event, with visibility to attendees throughout New England
**SPONSORSHIP OPPORTUNITIES**

**JUSTICE CHAMPION: $10,000**
- Logo/family name featured on event marketing materials and digital program book
- 25-second sponsor video AND full-page ad in digital program book
- Logo/family name featured on NEIP’s website and in pre- and post-event newsletters to 7,280 recipients
- Recognition during the virtual event

**FREEDOM CONTRIBUTOR: $5,000**
- Name listed on event marketing materials and digital program book
- Half-page ad in digital program book
- Name listed on NEIP’s website and in pre- and post-event newsletters to 7,280 recipient
- Recognition during the virtual event

**HOPE SUPPORTER: $2,500**
- Name listed in digital program book and on NEIP’s website
- Name listed in pre- and post-event newsletters to 7,280 recipients
- Recognition during the virtual event
**SPONSOR REPLY FORM**

**Firm/Family Name** (Please list the name(s) exactly as they should appear in print.)

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEIP will contact this person regarding donor benefits.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-mail Address</th>
<th>Telephone</th>
</tr>
</thead>
</table>

**WE/I WOULD LIKE TO SUPPORT NEW ENGLAND INNOCENCE PROJECT!**

- **PRESENTING SPONSOR - $50,000**
- **CHANGEMAKER - $25,000**
- **JUSTICE CHAMPION - $10,000**
- **FREEDOM CONTRIBUTOR - $5,000**
- **HOPE SUPPORTER - $2,500**

*Please see the Sponsorship Opportunities page for full description of benefits.*

**PAYMENT OPTIONS**

- [ ] Our/my gift of $________________________ is enclosed
- [ ] Please invoice the address above
- [ ] I will recommend a grant from my Donor-Advised Fund
- [ ] Please charge my credit card with the information below:

Secure online payment option available at [www.newenglandinnocence.org/voicesoftheinnocent](http://www.newenglandinnocence.org/voicesoftheinnocent)

<table>
<thead>
<tr>
<th>AMEX/Mastercard/VISA/Discover Number</th>
<th>CVV#</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Expiration Date</th>
<th>Amount</th>
<th>Signature</th>
</tr>
</thead>
</table>

**PLEASE RETURN THIS REPLY FORM, IDENTIFYING YOUR LEVEL OF COMMITMENT TO:**

**Email:** rnatarajan@newenglandinnocence.org  
**New England Innocence Project • 1035 Cambridge St., Suite 28A • Cambridge, MA 02141**  
[www.newenglandinnocence.org/voicesoftheinnocent](http://www.newenglandinnocence.org/voicesoftheinnocent)

The New England Innocence Project is designated a 501(c)3 tax-exempt organization  
under the IRS revenue code.  
Donations are tax-deductible to the full extent of the law.
AD SPECIFICATIONS FOR SPONSORS

THURSDAY, NOVEMBER 3, 2022, 7PM | VIRTUAL EVENT

PRESENTING SPONSOR, CHANGEMAKER, & JUSTICE CHAMPION

FULL-PAGE AD
4.5” w x 7.5” h

FREEDOM CONTRIBUTOR

HALF-PAGE AD
4.5” w x 3.5” h

AD SPECS
Ads should be provided 100%, 300 dpi in pdf or jpeg form, full color

DEADLINE
Deadline for ad submissions is Tuesday, OCTOBER 18, 2022
Please submit ads to moliveira@lizpageassociates.com

FOR MORE INFORMATION
Please contact Melanie Oliveira at 617-296-8806 ext. 1 or moliveira@lizpageassociates.com

www.newenglandinnocence.org/voicesoftheinnocent
FILMING SPECS & GUIDANCE

- Video should be self-recorded using an iPhone (ideally iPhone 10 or newer) or other smart device
- Please record video horizontally and place your camera at eye level. If you can stand for your recording, that would be ideal. If you will be sitting, please lock any swivel chairs.
- Be sure to have good lighting for recording. Light source should be in front of you and not behind you.
- Check for reflections or lights shining on windows or mirrors.
- Be sure to turn off notifications on your phone during recording so attendees will not hear the alerts.
- Video messages should be approximately 1-minute for Presenting Sponsors, 45-seconds for Changemakers and 25-seconds for Justice Champion Sponsors, as outlined in the Sponsorship Opportunities.

Once recording is complete, please send the full res file (do not compress) via Dropbox, Google Drive or other file sharing software to moliveira@lizpageassociates.com.

Please submit your video file by Tuesday, October 18, 2022.

SUGGESTED SPEAKING POINTS

Introduce yourself, and explain your connection to the New England Innocence Project (if any) and why you support the organization and/or its mission.

Some sample speaking points could include:

- We are proud to support the tremendous work of the New England Innocence Project in 2022! Thank you for all that you do!
- We are proud to support the New England Innocence Project in the fight for freedom.

SPONSOR VIDEO EXAMPLES