

Agenda and Sponsorship Information



Welcome!

Sponsor and Exhibitor Opportunities

- For Individual Donors
- Businesses
- Church Partners
- Youth Groups
- Speakers/Presenters
- Exhibitors/Vendors

Featuring:

Nicole C. Mullen



May 13 & 14, 2011 2-day International Anti-Human Trafficking Event



Presented by:



Based in St. Paul, MN Breaking Free was established in 1996, by Founder and Executive Director, Vednita Carter. Breaking Free provides housing, advocacy, education and hope to sex-trafficked/prostituted women and girls.



MATTOO exists to educate and involve men, raise international public awareness, and employ the power of innovative business to advance sustainable and transformational human trafficking public policy and cultural changes.

Events!

Friday May 13th

- Abolitionist Seminar:
The Issue
The "John's"
The Movement
Solutions
- VIP Launch Party & Awards Ceremony

Saturday May 14th

- Survivors Panel
- FBI, Police, and Policy Panel
- MATTOO's Men's Rally/Walk
- "For Her" Marketplace Block Party
- The Nicole C. Mullen Victory Benefit Concert for Breaking Free

For more information contact:

Heather Caillier
Breaking Free
hcaillier@breakingfree.net

Andrew Hanson
MATTOO
andrewh@mattoo.org



The **Demand Change Project 2011** is the first ever and first annual event of its kind. Produced by Breaking Free, a leading anti-human trafficking advocacy organization for sex-trafficked women and girls and by MATTOO, a pioneering men's anti-human trafficking organization, this unprecedented 2-day International event will take place **May 13-14, 2011 in St. Paul, MN** with a simultaneous awareness event in Mijas, Spain for the purpose of ending the demand for the buying and selling of human beings for any purpose. Never before, has a Men's and Women's anti-human trafficking organization collaborated in this capacity.

Friday: The U.S. event will consist of several events over 2 days beginning with a seminar, Friday afternoon, which includes the release of a groundbreaking research project by Melissa Farley on the "John's". Friday night, at the top of the Crowne Plaza Hotel in St. Paul, we have the VIP Launch Party in which leading abolitionists from around the globe will come together to share resources, celebrate the work being done, honor survivors, and prepare for the weekend's festivities. The event will include an art exhibit of work created by survivors, live music, an awards ceremony, and highlights from leading abolitionist organizations around the world. This event will inspire the next wave of abolitionists and connect them with the leaders in the field who have been in the trenches for years.

Saturday: is an action packed multi-event day/evening to include a satellite conference call with the MATTOO's events team in Spain, a panel discussion from survivors and advocates, a panel discussion with police, FBI, lawmakers and legislators to answer the tough questions about what is being done to address the demand side of this issue.

After the panels, the historic MATTOO's Men Rally/Walk against human trafficking will take place at the state Capitol. The walk will culminate by joining the simultaneous Women's "For Her" Marketplace Block Party happening on Exchange St. near the Capitol. Survivors of human trafficking and other women will be waiting to support and cheer on the men while enjoying a Marketplace (with many Fair Trade vendors), music and other activities.

When the men arrive, the women will be there to help celebrate and acknowledge that these men are publicly pledging to be a part of the coming "demand change" that refuses to purchase sex in any form and in so doing, they also commit to uniting with women in the fight against all types of modern day slavery.

The evening will end with the **Victory Benefit Concert for Breaking Free** at the Fitzgerald Theater (also on Exchange St.) with five time **Award-winning Christian Recording Artist and anti-slavery activist Nicole C. Mullen.**

We welcome your participation in this historic event and encourage you to be involved by joining us as a guest at any or all of the events or by being a sponsor or exhibitor.

For further information, please contact:

Heather Caillier from Breaking Free at hcaillier@breakingfree.net or
Andrew Hanson from MATTOO at andrewh@mattoo.org .



HOTEL & WEEKEND AGENDA INFORMATION

HOTEL ACCOMMODATIONS

The Crowne Plaza St. Paul-Riverfront Hotel – Offering a special room block rate of \$119 per night.
www.cpstpaul.com - 11 East Kellogg Boulevard, St. Paul, MN – (651) 292-1900



A vibrant history and cutting-edge culture blend perfectly in the exceptional city of St. Paul. Downtown St. Paul hotels provide a convenient location, generous amenities, friendly service, breathtaking Mississippi River views – at this St. Paul hotel, you get it all.

Must mention the “Demand Change Project” at the time of reservation and reserve by April 30, 2011 to receive this discounted rate.

Friday May 13, 2011

Abolitionist Seminar
Crowne Plaza
1:00 pm -4:30 pm

Julian Sher, Author of the new book
Somebody’s Daughter: The Hidden Story of America’s Prostituted Children

Dr. Melissa Farley- Presenting groundbreaking multi-country research on the men who buy sex titled....**How Johns Explain Prostitution**
‘It’s like renting an organ for 10 minutes’

Special Interview:
The Abolitionist Movement Yesterday & Today

Closing: Solutions.....Going Forward

VIP Launch Party, Awards Ceremony & Survivor’s Art Exhibit
Crowne Plaza - Windows on the River, 22nd Floor
7:00 pm-10:00 pm
Appetizers, cash bar, survivor’s art exhibit, live music, and more.....

Saturday May 14, 2011

Welcome & Survivor/Advocate Panel Discussion
Crowne Plaza
10:00 am-11:30 am

11:30 am-12:30 pm Break: boxed lunch provided

Law Enforcement/FBI/Legislative Panel Discussion
Crowne Plaza
12:30 - 2:00 pm

MATTOO’s Men’s Rally/Walk
at the Capitol
3:00 - 7:00 pm

“For Her” a Women’s Marketplace Block Party
at the corner of Exchange St. & Wabasha
4:00 - 7:00 pm

Nicole C. Mullen Victory Benefit Concert for Breaking Free
The Fitzgerald Theater Hosted by Dawn Stevens Fox 9 News
7:00 - 9:00 pm



www.DEMANDCHANGEPROJECT.ORG

EVENT DESCRIPTIONS AND TICKETING INFORMATION

(Check the website for additional speakers & schedule updates)

Tickets for all events can be purchased on-line at

www.demandchangeproject.org

***There is limited availability for most events so please purchase your tickets early to guarantee availability**

Friday May 13, 2011

Abolitionist Seminar- This event will feature presentations from leading abolitionist who are experts in the field and have been involved in the movement for years. They will share their knowledge by discussing the current issue of sex trafficking, the reality of the current needs, the unveiling of new research on the “demand” (John’s), the history of the anti-human trafficking movement and how it has changed in the last 100 years as well as promise for changes in the future. This will be an incredibly fascinating seminar featuring some of today’s most respected men and women in the field.

**Crowne Plaza
1:00-4:30 pm
Tickets \$35**

The VIP Launch Party, Awards Ceremony, and Survivor’s Art Exhibit- On the rotating 22nd floor of the Crowne Plaza in the Windows on MN Room overlooking the Mississippi River, leading abolitionists from around the globe will come together to share resources, celebrate the work being done, honor survivors, and prepare for the weekend’s festivities. The event will include an art exhibit of work created by survivors, a live musical performance, an awards ceremony, and highlights from leading abolitionist organizations around the world.

**Crowne Plaza, Windows on MN Room
7:00-10:00 pm
Tickets \$35 includes appetizers (cash bar)**

Saturday May 14, 2011

Panel Discussions & Lunch-The day begins with a satellite Skype call to the MATTOO ‘s Spain team which will host a simultaneous Men’s Awareness Rally/Walk in Mijas, Spain. This will be followed by a moderated panel discussion with survivors/advocates discussing the issue, barriers they faced while trying to escape, and what is needed to help others find a way out. There will be an hour break for lunch (boxed lunch included in the ticket price). The second panel discussion will begin after lunch with representatives from Law Enforcement, FBI, Legislators, and policy experts, to discuss the demand side of this issue from their perspective, the barriers that impede them from arresting and prosecuting more pimps, traffickers, and “John’s”, as well as identifying strategic steps that the public can take to help facilitate a change in public perception and policy surrounding this issue.

**Crowne Plaza
10:00 am - 2 pm
Tickets \$35 which includes a boxed lunch**



WWW.DEMANDCHANGEPROJECT.ORG

EVENT DESCRIPTIONS AND TICKETING INFORMATION

MATTOO's Men's Rally/Walk -The historic MATTOO's Men's Rally/Walk against human trafficking will take place at the State Capitol in St. Paul, where hundreds (or thousands) of men will gather to raise public awareness about the issue of human trafficking and take a stand against all forms of modern day slavery, paying particular attention to the issue of decreasing the demand for sex-trafficking. Men will hear from many prominent speakers and a trafficking survivor to learn about the issue and what they can do to be part of the coming "demand change". The walk will culminate by joining the simultaneous Women's event. The purpose of the event is to educate men and to show them that a true man **saves**, not **enslaves**.

The Capitol, State St. in St. Paul, Lower Lawn

3:00 -7:00 pm

FREE EVENT OPEN TO THE PUBLIC

"For Her" Marketplace Block Party - Happening on Exchange St. near the Capitol where survivors of human trafficking and other women will be waiting to support and cheer on the men while enjoying a Marketplace with vendors, women's organizations, music and other activities. When the men arrive, the women will be there to help celebrate and acknowledge that these men are publicly pledging to be a part of the coming "demand change" that refuses to purchase sex in any form and in so doing, they also commit to uniting with women in the fight against all types of modern day slavery.

Corner of Wabasha & Exchange St.

In front of the Fitzgerald Theater and McNally Smith

4:00-7:00 pm

FREE EVENT OPEN TO THE PUBLIC

The Nicole C. Mullen Victory Benefit Concert for Breaking Free- The 2nd Annual Breaking Free Victory Concert will take place at the historic Fitzgerald Theater. The theme of the concert this year is prevention, intervention, and empowerment for women and girls. There will be an opening performance by local R& B sensation Tiffany Carter followed by the 5-time Award Winning Christian Recording Artist Nicole C. Mullen. Nicole is a highly recognized International Recording Artist who was the first African American to win the prestigious Dove Award for Songwriter of the Year. She also founded the Baby Girls Club in her home town of Franklin, TN that exists to affirm and celebrate each girl's worth, while expanding their view of the world and helping them to make a healthy contribution to their community. Attendees will have an opportunity during the concert to invest into the lives of abused and exploited women and girls here in the Twin Cities by donating to Breaking Free.

The Fitzgerald Theater, 10 Exchange St., St. Paul

6:15 Doors Open

7:00 Concert

8:30 Signing and photo opportunity with Nicole right after the concert

\$20 in advance and \$25 at the door (plus processing fees)

Tickets can be purchased at www.demandchangeproject.org by 5/9/11 and will be mailed via regular mail.

After 5/9/11 call the Fitzgerald box office at 651-290-1200 or fitzgerald@mpr.org .



www.DEMANDCHANGEPROJECT.ORG

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES continued.....

100% of all of the profits from each event (after expenses) will be invested back into programs and services at Breaking Free for survivors of sex-trafficking and into providing education and outreach to men at MATTOO to decrease the demand for commercial sex.

Private donations, corporate sponsors, and exhibitor/vendor opportunities are funding this entire event. While we realize this is a historic event, we also acknowledge that without the collaboration of our supporters and fellow partner organizations, our efforts will be inconsequential.

We would like to provide an opportunity for all of our many partners and supporters to invest in this amazing weekend of festivities and contribute towards the purpose of decreasing the demand for commercial sex. This event is being marketed to local, national and international audiences via television, radio, and print media sources, a vast social networking base, a faith-based community outreach plan, local street promotion teams, and an aggressive e-marketing campaign. If you or your organization would like to contribute in another way or amount other than what is listed below, please contact us..

Sponsorship Opportunities:

Ambassador of Change Sponsorship Includes the Following:

Events:

- Complimentary booth and first choice placement at each of the desired events
- Six All Access Passes to all of the events throughout the weekend
- Six VIP prime seats at the Nicole C. Mullen Victory Benefit Concert and an autographed CD

Exposure:

- Special recognition and logo placement (as applicable) on printed and electronic marketing pieces created for the event
- Logo placement and link on the website associated with the event for up to one year
- Verbal recognition and detailed description of your choosing of your business or organization during each event by the event Emcee
- Logo on the large screen at the Abolitionist Seminar and Victory Concert Events
- Full color cover page premium placement in the event program
- Specific mention in media interviews

Accommodations & Amenities:

- Upgraded Hotel Accommodations at the Crowne Plaza for both nights (optional)
- Complimentary parking voucher at the Crowne Plaza for the entire weekend
- Complimentary welcome gift basket in your room (wine, cheeses, snacks etc.)
- Dinner for two guests prior to the VIP Launch Party May 13th in a private dining room with the Executive Director of Breaking Free, the Founder /CEO of MATTOO, and the headlining speakers/abolitionists from the weekend

\$20,000 Investment



www.DEMANDCHANGEPROJECT.ORG

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES continued.....

Sponsor of Hope Includes the Following:

Events:

- Complimentary booth at the VIP Launch Party and a booth at your choice of the MATTOO Men's Rally or the Women's "For Her" Block Party/ Rally
- Four All Access Passes to all of the events throughout the weekend and an autographed CD
- Four VIP prime seats at the Nicole C. Mullen Victory Benefit Concert

Exposure:

- Logo placement on (as applicable) printed and electronic marketing pieces created for the event
- Logo placement and link on the website associated with the event for up to one year
- Verbal recognition and short description of your business or organization during each event by the event Emcee
- Full color page in the event program
- Logo on the large screen at the Abolitionist Seminar and Victory Concert Events

Accommodations & Amenities:

- Standard Room Hotel Accommodations at the Crowne Plaza for both nights (optional)
- Complimentary parking voucher at the Crowne Plaza for the entire weekend
- Complimentary welcome gift basket in your room (wine, cheeses, snacks etc.)

\$10,000 Investment

Entertainment Underwriter Includes the Following:

Events:

- Complimentary booth at the VIP Launch Party
- Four All Access Passes to all of the events throughout the weekend and an autographed CD
- Four VIP **balcony seats right at the stage** at the Nicole C. Mullen Victory Benefit Concert
- **Meet Nicole in person prior to the concert**

Exposure:

- Logo placement on (as applicable) on printed and electronic marketing pieces created for the event
- Logo placement and link on the website associated with the event for up to one year
- Verbal recognition during each event by the event Emcee
- Full color half page premium placement in the event program
- Logo on the large screen at the Abolitionist Seminar and Victory Concert Events

Accommodations & Amenities:

- Standard Room Hotel Accommodations at the Crowne Plaza for both nights (optional)
- Complimentary parking voucher at the Crowne Plaza for the entire weekend

\$7,500 Investment



WWW.DEMANDCHANGEPROJECT.ORG

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES continued.....

Sponsor of Healing Includes the Following:

Events:

- Complimentary booths in a **prime location** at the Abolitionist Seminar, the MATTOO Men's Rally or the "For Her" Marketplace Women's Rally (**choose 2 events**)
- Four All Access Passes to all of the events throughout the weekend and an autographed CD
- Four VIP prime seats at the Nicole C. Mullen Victory Benefit Concert

Exposure:

- Logo placement on (as applicable) on printed and electronic marketing pieces created for the event
- Logo placement and link on the website associated with the event for up to one year
- Full color half page in the event program
- Logo on the large screen at the Abolitionist Seminar and Victory Concert Events

Accommodations:

- Standard Room Hotel Accommodations at the Crowne Plaza for both nights (optional)

\$5000 Investment

Compassion Benefactor Includes the Following:

Events:

- Complimentary booth at the Abolitionist Seminar, the MATTOO Men's Rally or the "For Her" Marketplace Women's Rally (**choose 2 event**)
- Four All Access Passes to all of the events throughout the weekend and an autographed CD
- Four general admission seats to the Nicole C. Mullen Victory Benefit Concert

Exposure:

- Listing on (as applicable) on printed and electronic marketing pieces created for the event
- Listing placement and link on the website associated with the event for up to one year
- Full color quarter page in the event program
- Logo on the large screen at the Abolitionist Seminar and Victory Concert Events

Amenities:

- Complimentary parking voucher at the Crowne Plaza for the entire weekend

\$1000 Investment



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES continued.....

Partners of Change Includes the Following:

***Reserved for fellow service providers and non-profits (limited availability so please book early)**

Events:

- Complimentary booth at the Abolitionist Seminar, the MATTOO Men's Rally **OR** the "For Her" Marketplace Block Party (**choose 1**)
- Two All Access Passes to all of the events throughout the weekend and an autographed CD
- Two general admission seats to the Nicole C. Mullen Victory Benefit Concert

Exposure:

- Listing on printed and electronic marketing pieces created for the event
- Listing on the website associated with the event for up to one year
- Listing in the event program

\$300 Investment

Al la Carte Options:

- Booth at the Abolitionist Seminar, the MATTOO Men's Rally or the "For Her" Marketplace Block Party \$150 each
 - Full page color ad in the event program \$150
 - Half page color ad in the event program \$100
 - Additional All Access Weekend Pass including Nicole C. Mullen Victory Benefit Concert ticket \$125 each
- *All other tickets can be purchased at www.demandchangeproject.org

Media & Creative Team Sponsorships:

We would very much like to collaborate with all media outlets as well as a creative team of photographers, videographers, and artists. If you have a specific contribution in mind or services you'd like to offer in exchange for a sponsorship package, please let us know.

If you would like to create your own sponsorship level, need assistance with determining which package would be the best fit, or would like to discuss the possibility of a scholarship for your non-profit, please contact:

Heather Caillier from Breaking Free at hcaillier@breakingfree.net or
Andrew Hanson from MATTOO at andrewh@mattoo.org .



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SPONSOR AND VENDOR REGISTRATION FORM

Company/Organization Name: _____

Contact Name: Contact Title: _____

Mailing Address: _____

City: State: Zip: _____

E-mail: _____

Phone: _____

Web site: _____

Description of business or organization:

List items (if any) to be sold:

Please make your selection below: Demand Change Project reserves the right to accept or decline an application

Al la Carte Options.....

___ **Single booth at the MATTOO Men's
Walk/Rally at the Capitol \$150**

___ **Single booth at the "For Her" Marketplace
Block Party on Exchange St. \$150**

___ **Full page color ad in the program \$150**

___ **Half page color ad in the program \$100**

___ **Additional ALL ACCESS Weekend Pass \$125**

Sponsorship Packages

Partners of Change 501(c)3 \$300

Compassion Benefactor\$1000

Entertainment Underwriter \$7500

Sponsor of Hope..... \$10,000

Ambassador of Change..... \$20,000

**Payment Options: CHECKS ONLY PLEASE
(unless special arrangements are requested)**

For general registration and sponsorships for the
Demand Change Project:

**Make checks payable to Breaking Free and send to:
Breaking Free
P.O. Box 4366 St. Paul, MN 55104**

**If you are sponsoring MATTOO specifically
please check here _____**

**ALL REGISTRATION FORMS FOR MUST BE
RECEIVED BY APRIL 30th, 2011.**



www.DEMANDCHANGEPROJECT.ORG

CONTACT INFORMATION

Sponsorships & Media for MATTOO and the Men's Rally/Walk

Andrew Hanson, Founder & CEO - MATTOO

andrewh@mattoo.org

952-356-5660

Sponsorships & Media for Breaking Free and all other events

Heather Caillier, Marketing & Development Manager - Breaking Free

hcaillier@breakingfree.net

612-644-7043

General Inquiries

events@demandchangeproject.org

Volunteer Inquiries

volunteers@demandchangeproject.org

Ticketing and Website

www.demandchangeproject.org



www.DEMANDCHANGEPROJECT.ORG