



# INDIANAPOLIS LIBERATION CENTER SPONSORSHIP PROPOSAL

Indianapolis Liberation Center  
1800 N. Meridian St., Suite 305  
Indianapolis, IN 46202

**LEON BENSON PRESENTS**

# COMMON UNITY 2

**FRIDAY,  
MARCH 21  
6:00 PM**



**THE  
ATHENAEUM  
401 E.  
MICHIGAN ST.**



## A PRESS CONFERENCE & CONCERT WITH LEON BENSON

### Questions or Inquiries:

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# LEON BENSON AND THE LIBERATION CENTER

Leon Benson spent 25 years imprisoned—10 of them in solitary confinement which is considered a human rights abuse by the international community—for the August 8, 1998 murder of Kasey Schoen in downtown Indianapolis.

When he was 47-years-old, he walked out of the notorious Pendleton prison on March 9, 2023 as a free man, exonerated on all charges. Having spent more than half of his life falsely imprisoned, he returned to his home city of Detroit, Michigan.

When he decided to return to Indianapolis to celebrate the one-year since his exoneration and to call attention to the other wrongfully-incarcerated, he called the Indianapolis Liberation Center. He remembered looking out of his cell and seeing our signs during demonstrations, or hearing our chants and speeches at rallies calling for his release.

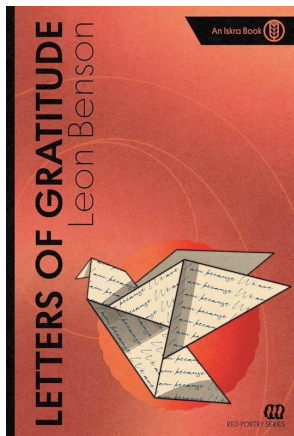
We collaborated with Benson for his March 8, 2024 “Re-Birth” celebration, featuring a panel and a book launch. The panel included, among others:

- Kolleen Bunch, Sister of Kasey Schoen;
- Kelly Bauder, Conviction Integrity Unit;
- Derek R. Ford, Liberation Center Volunteer and DePauw University Professor; and
- Dani Abdullah, Liberation Center Organizer



The **Indianapolis Liberation Center** is a physical and virtual community hub dedicated to advancing the causes of all marginalized, oppressed, exploited, and dispossessed people in Indianapolis and beyond by uniting and working to overcome the divisions imposed on us by the oppressing classes. Each of the hundreds of cultural, political, educational events, campaigns, meetings, workshops, and struggles we’ve led and hosted since our founding in January 2021 worked to facilitate collaboration between community members, organizers, and those who want to learn how to become organizers. We revive our city’s lonheld belief in the necessity of a better world and unite nine member organizations a several other affiliated groups (see page 4).

## THE BOOK LAUNCH



During our conversations, we learned Benson wrote a series of letters of gratitude while in solitary confinement. Amazed, we worked with him to publish his first monograph, *Letters of gratitude: I am because WE are.*

Our Organizational Relations Director, Ford, who also wrote the preface to the book, helped secure a publisher who made it available in time for the March 8 re-birth. It is now a best-seller on Amazon and is sold in dozens of bookstores across the country.

# WHY BECOME A SPONSOR?

## Promote Your Work and Help Our Community!

Gain exposure for your company by being a sponsor/matching donor for our Common Unity 2 concert and fundraiser. The Indianapolis Liberation Center is organizing the event with Leon Benson's new organization, S.U.N. Families, to publicize and build awareness about political prisoners in Indiana.

Pledge to sponsor up to \$10,000 in support of freeing all who have been wrongfully incarcerated and have you or your organization recognized on the Indy Liberation Center website and promotional materials via email, social media, and all other Indy Liberation Center Common Unity 2 promotion

## COMMON UNITY 1 MEDIA COVERAGE

Last year, **Benson's return garnered widespread media attention.** Local news outlets and journalists like Angela Ganote of Fox59 (pictured on the right), WTHR13, WRTV, and Black Indy LIVE, with national outlets like Yahoo News picking up on the event. This year will bring additional coverage given Benson's recent appearances at the Indiana Statehouse.



## SPONSORSHIP LEVELS

### TITLE SPONSORSHIP: 10,000 (1 AVAILABLE)

Premium headlined placement of name/organization logo on event promotional materials (e.g., website, flyers, social media graphics, flyers, etc.), recognition as \$10k donor at event, exclusive interview, and 10 Tier 2 VIP tickets.

### CORPORATE SPONSORSHIP: \$5,000

Placement of name/organization logo as sponsor on promotional materials (e.g., website, flyers, press releases); recognition as \$5k donor at event; exclusive interview; 5 Tier 2 VIP tickets.

### COMMUNITY SPONSORSHIP: \$2,500

Placement of name/organization logo as endorser on promotional materials (e.g., websites, videos, press releases flyers), recognition as \$2.5k donor at event, and 5 Tier 2 VIP tickets.

### SOLIDARITY SPONSORSHIP: \$1,000

Placement of name/organization logo as endorser on promotional materials (e.g., websites, videos, press releases flyers), recognition as solidarity sponsor at event; and 3 Tier 2 VIP tickets.

# COMMON UNITY 2 BUDGET

## Why Do We and Our Community Need Your Sponsorship?

The Indianapolis Liberation Center, a registered 501(c)(4) relies solely on the donations of individuals, groups, businesses, and other entities in our communities. We operate on a shoe-string budget and with an all-volunteer staff.

- Venue (The Basile Theater): \$1,500
- Travel, Room, and Board for Benson and Artists: \$3,000
- Technical and Recording Equipment and Staff: \$2,000
- Honorarium for Artists: \$3,000
- Certificate of Insurance: \$150
- Promotional Materials: \$500
- Food and Drinks: \$1,500

**TOTAL: \$11,650**



## SUPPORT NEEDED

### SOLIDARITY SUPPORT

If you/your organization can't fund the tiers above, we still need and appreciate your support. Make a donation of any size at [TinyUrl.com/SupportUnity2](https://TinyUrl.com/SupportUnity2), and you'll be received warmly and acknowledge you during the press conference and concert.

## SCHEDULE

### PRESS CONFERENCE: 5:30 PM (INVITE & VIP TICKETS ONLY)

Benson will, for the first time, address the press about his lawsuit against the IMPD officers who framed him. Benson will be joined by Liberation Center organizers.

### CONCERT (DOORS OPEN AT 6; CONCERT STARTS AT 6:30)

Hosted by DJ DonDon, Leon Benson (aka El BENTLY 448) will perform with Quano to Ready, Mr Ward317, King V, and Foosie. The show will highlight current political prisoners and wrongfully incarcerated people as well as Liberation Center organizers.

### MEET & GREET (BETWEEN 8:30 - 9:30 PM)

Those who purchase VIP Tier 2 tickets will spend 10-15 minutes with Mr. Benson and have their photographers taken.