

THE TERM REDLINING, or red-lining, originates from the 1930s practice of color coding maps of cities based on different neighborhoods' eligibility to receive a loan or mortgage. The lowest ranked neighborhoods were often literally lined in red, and were almost always a community of color or other marginalized identity.



THE OFFICE OF EQUITY AND CIVIL RIGHTS PRESENTS
A VIRTUAL CIVIL RIGHTS WEEK EVENT

**FAIR
HOUSING
FILM FEST**

Aug 24-28, 2020



 @Bmore_Equity  @Bmore_Equity  @BmorEquity  @Bmore_Equity

#Bmorehousing #Bmorecivil #BmoreFHFF
www.civilrights.baltimorecity.gov

SPONSORSHIP
OPPORTUNITIES



Bernard C. "Jack" Young
Mayor

A N D



BALTIMORE CITY OFFICE OF
Equity and Civil Rights

P R E S E N T

CIVIL RIGHTS

WEEK 2020

FAIR HOUSING FILM FESTIVAL

August 24-28

Civil Rights Week is the Office of Equity and Civil Rights' Annual Celebration of Baltimore's storied Civil Rights past, the ongoing work of the present, and hopes for the future.

Due to COVID-19, this year's Civil Rights Week will be comprised of virtual events and socially distant film viewings.

The Fair Housing Film Festival will engage local youth to present creative projects exploring their connection to civil rights and fair housing in Baltimore. In addition, the agencies within the office will present a week of webinars, tele town halls and workshops exploring intersecting themes of fair housing, equity, policing, labor rights and disabilities access.

Who We Are

The Office of Equity and Civil Rights is a city agency devoted to advancing equity and upholding the federal and local civil rights laws, local living and prevailing wage laws, ensuring disabilities access, creating equity in City policy, procedures and service delivery, and providing oversight of local law enforcement. The mission of the Office of Equity and Civil Rights is to carry out activities to eliminate inequity, inequality and discrimination.

The Office of Equity and Civil Rights consists of:

[The Civilian Review Board](#)

[The Community Relations Commission](#)

[The Wage Commission](#)

[The Mayor's Commission on Disabilities](#)

[The Equity Office](#)



Proceeds from the week's activities will be used to fund ongoing OECR outreach, community outreach initiatives, youth scholarships and internships. Donations are tax-deductible.

BENEFITS OF SPONSORSHIP

Branding and Marketing

Invest in your brand equity by supporting the local community, grassroots organizations, activities and community organizers.

Networking Opportunities

Connect with businesses, community-based partners, leaders and advocates for change and action

Thought Leadership

Demonstrate your company's leadership, dedication and innovation in the areas of equity and access.

Why Housing?

Access to safe, affordable housing impacts every aspect of our daily lives. For so many of us, where we live determines whether we will be able to get healthy food, where we can work, and even our day to day mental health.

Housing discrimination is prevalent in Baltimore, and includes:

- Refusal to rent to tenants because of their race
- Exposing vulnerable tenants to unsafe housing conditions
- Retaliatory evictions

..and more.



"What most Americans don't realize is a lot of the challenges we're struggling with today are the result of conscious housing policies."

-Cory Booker

Youth Voices in Fair Housing

Young people are some of our strongest voices and most valuable resources, which is why we will be hosting a Student Fair Housing Film Contest.

Students of all ages from Baltimore City Schools are invited to submit 5-10 minute films under the following categories:

- Housing Discrimination
- Disability Rights in Housing
- Housing Equity
- Police and Housing
- Wage and Housing

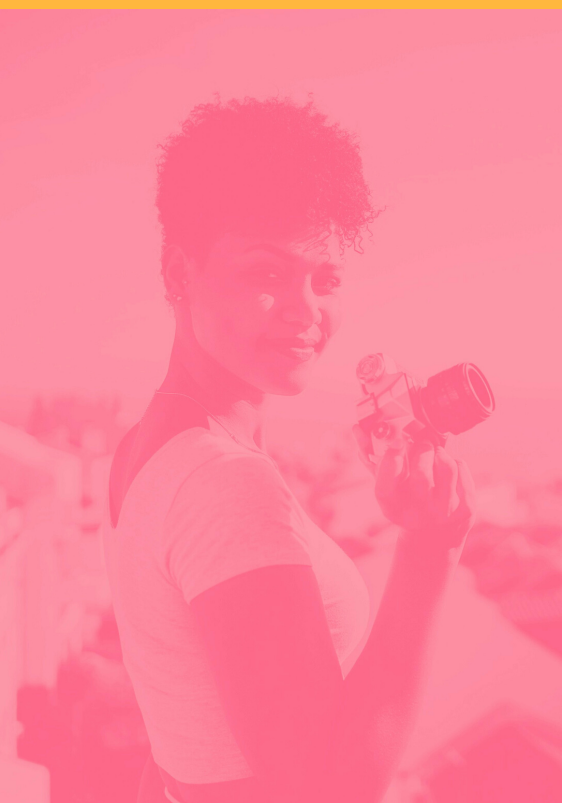


Community Voices in Fair Housing

Equity and civil rights is about uplifting the voices of communities and telling real Baltimore stories. To help achieve this goal, we will be hosting a Fair Housing Social media contest.

Baltimoreans are invited to make Instagram, Twitter, Facebook, and TikTok posts about their own experiences with housing discrimination and the importance of fair housing for all.

At the end of the week, the post with the most engagements (likes and shares) on each platform will receive a prize.



Connecting Community to Resources

We're not alone in working to address these issues, or in providing critical services to the people of Baltimore.

That's why a portion of the Film Fest will be dedicated to a Virtual Resource Fair. Organizations that provide resources will submit 2-5 minutes films describing the services they offer. Any digital materials will also be included in folders with each video (brochures, flyers, etc.). Organizations will also be encouraged to submit their films in multiple languages.



Sponsorship Opportunities

Executive Producer

\$10,000 contribution

- RECOGNITION AS THE SOLE SPONSOR OF ONE DAY'S EVENTS, WITH LOGO PLACEMENT
- OPPORTUNITY TO INCLUDE A SHORT (5-10 MIN) FILM ABOUT YOUR SERVICES IN THE FESTIVAL AS A SPECIAL PREVIEW
- 10 OFFICE OF CIVIL RIGHTS GIFT BAGS
- 1 TABLE FOR 10 AT THE APRIL 2021 CIVIL RIGHTS GALA
- 1 TABLE FOR 10 AT THE APRIL 2021 CIVIL RIGHTS BREAKFAST
- RECOGNITION ON OECR WEBSITE AND SOCIAL MEDIA
- CUSTOM DISPLAY AD ON VIDEO PAGES

Director

\$5,000 contribution

- OPPORTUNITY TO INCLUDE A SHORT (5-10 MIN) FILM ABOUT YOUR SERVICES IN THE FESTIVAL AS A SPECIAL PREVIEW
- 10 OFFICE OF CIVIL RIGHTS GIFT BAGS
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- RECOGNITION ON OECR WEBSITE AND SOCIAL MEDIA
- CUSTOM DISPLAY AD ON VIDEO PAGES

Sponsorship Opportunities

Composer

\$2500

- OPPORTUNITY TO INCLUDE A SHORT (2-3 MIN) FILM ABOUT YOUR SERVICES IN THE FESTIVAL
- 5 OFFICE OF CIVIL RIGHTS GIFT BAGS
- 1 TABLE FOR 10 AT THE APRIL 2021 CIVIL RIGHTS BREAKFAST
- RECOGNITION ON OECR WEBSITE AND SOCIAL MEDIA

Film Buff

\$500-\$1000

- RECOGNITION ON OECR WEBSITE AND SOCIAL MEDIA
- 2 CIVIL RIGHTS GIFT BAGS
- 2 TICKETS TO THE 2021 BREAKFAST OR GALA

How To Sponsor

To sign on as a sponsor,
fill out the form at the link below:

[Sponsorship Form](#)

Once you've completed the form, a member of staff
will contact you about next steps.

For more information, please contact:

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John.Wesley@baltimorecity.gov
(410) 396-8858 or

Michele Masters
Michele.Masters@baltimorecity.gov
(443)984-2654

Or visit our website:
<https://CivilRights.baltimorecity.gov>



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