

East Side Freedom Library

Sports, Activism, and Equity: A Conversation with Dave Zirin

Sunday, September 26th @ 4pm



Event Sponsorship Opportunity

We are thrilled to announce an exciting event benefitting the East Side Freedom Library with special guest [Dave Zirin](#), author of the upcoming book *The Kaepernick Effect*. Learn more about Dave's work at the intersection of sports and activism on the next page.

We are seeking your help in raising funds for our work advocating for equity for all. ESFL is taking a hybrid event approach as the pandemic begins to ebb in Minnesota. We anticipate this event will have an active, in-person audience as well as remote access levels.

Your support of this event will help us reach even more people with our mission!

Sponsorship Levels

- \$5,000 Presenting Sponsor**
Your name and logo on all communications: Website, 2 email campaigns to over 5,000 subscribers, social media posts to over 8,000 Facebook users and over 600 Twitter followers. 4 exclusive social media thank yous. A live thank you before and after the live event. 4 signed copies copy of the book included.
- \$2500 Community Leader**
Your name and logo added to the 2nd level of website publicity and 2 email campaigns to over 5,000 subscribers. 2 social media thank yous, and a thank you before and after the live event. 1 signed copy of the book included.
- \$1,000 Advocate**
Your name and logo added to the 3rd level of website publicity and included in an email campaign to over 5,000 subscribers. 1 social media mention and your name and logo included on the thank you slide for the event.
- \$500 Supporter**
Your name 4th level of website publicity and included in an email campaign to over 5,000 subscribers. Your name included on the thank you slide.
- \$150 Individual**
Your name included on the thank you slide.



Sports, Activism, and Equity: A Conversation with Dave Zirin & Mi'Chael N. Wright

September 26 at 4 PM

Online - eastsidefreedomlibrary.org/zirin



About Dave: Named one of UTNE Reader's "50 Visionaries Who Are Changing Our World," Dave Zirin writes about the politics of sports for the Nation Magazine as their first sportswriter in 150 years. Winner of Sport in Society and Northeastern University School of Journalism's 'Excellence in Sports Journalism' Award, Zirin is also the host of Sirius XM Radio's popular weekly show, Edge of Sports Radio. He has been called "the best sportswriter in the United States," by Robert Lipsyte. Dave Zirin is, in addition, a columnist for SLAM Magazine and the Progressive. Dave is a graduate of Macalester College in Saint Paul.



About Mi'Chael: Mi'Chael N. Wright is a PhD student in the Dept. of Sociology at the University of Minnesota, Twin Cities. Her primary research focuses on sociology of media, sociology of mental health, collective memory and trauma, and identity. She is specifically interested in how digital communities, which can be simultaneously encouraging and hostile, constitute the identity development of Black and Brown adolescent girls. Mi'Chael is also interested in digital sociology, a sub-discipline of sociology that highlights the role of digital media in everyday life and its contribution to social relationships.

About the New Book, *The Kaepernick Effect*

"The Kaepernick Effect reveals that Colin Kaepernick's story is bigger than one athlete. With profiles of courage that leap off the page, Zirin uncovers a whole national movement of citizen-athletes fighting for racial justice." —Ibram X. Kendi, National Book Award-winning author of *Stamped from the Beginning* and *How to Be an Antiracist*.

In 2016, amid an epidemic of police shootings of African Americans, the celebrated NFL quarterback Colin Kaepernick began a series of quiet protests on the field, refusing to stand during the U.S. national anthem. By "taking a knee," Kaepernick bravely joined a long tradition of American athletes making powerful political statements. This time, however, Kaepernick's simple act spread like wildfire throughout American society, becoming the preeminent symbol of resistance to America's persistent racial inequality.

The book is available for pre-order, with a publication date of September 14, just before our event.

