

FROM EXCLUSION TO INCLUSION:

Rethinking Infrastructure to Bridge Baltimore's Divides

SYMPOSIUM & RECEPTION: Thursday, October 10, 2019 **EXHIBITS: October 7–17, 2019**
LOCATION: 1100 Wicomico Street, Baltimore MD 21230



ORGANIZERS: Cristina Murphy, Assistant Professor, Morgan State University School of Architecture + Planning (MSU SA+P) & Co-Founder XCOOP Rotterdam; and Baltimore-Rotterdam Sister City Committee

PARTNERS: 1100 Wicomico • AIA Baltimore • Nekimken.com • Morgan State University



ABOUT

A one-day symposium that traces the impact of policies and design practices that reinforced segregation and disparity in Baltimore — focusing on infrastructure like roads, streetscape, and transit — and envisions a better way forward for the MLK Boulevard corridor.

Followed by a networking reception.

With 3 companion exhibits:

- **Undesign the Redline** by Designing the WE
- **JUST Baltimore + JUST Rotterdam** By RAvB & MSU SA+P architecture students
- **International PARK(ing) Day 2019** MSU SA+P student designs for an installation on MLK Boulevard

AUDIENCE

Symposium (50 attendees)
Architects/urban planners/students; community representatives, researchers/academics, transportation planners, stakeholders from area institutions such as universities

Reception (100-150 attendees)
Same types as above, plus social entrepreneurs, other city employees, people from Baltimore Sister Cities network, universities, businesses, museums, etc.

Multi-day exhibit (400-700)
Same types as above, plus tenants & visitors of 1100 Wicomico, and attendees of the Baltimore Innovation Week sessions taking place on October 9 in the building (software developers & relevant businesses)

Plus... Exposure thru AIA Baltimore's Architecture Month; lasting exposure via video posted online after the event.

SPONSORSHIP OPPORTUNITIES

Get exposure to key stakeholders involved in the MLK Boulevard corridor — including city and transportation planners, architects, community representatives, and area institutions. Network with people from Morgan State University and the international Baltimore Sister Cities network. This event is part of **AIA Baltimore's Architecture Month** and a **video of the symposium** will be posted online, which extends your reach.

SYMPOSIUM SPONSORS	GOLD \$1,000	SILVER \$500	BRONZE \$300
• Logo on event page, event signs, program, event slideshow	1st tier	2nd tier	Program only
• Logo on food/drink table	✓		
• Verbal recognition at event	✓	✓	✓
• Promotion on social media	✓	✓	✓
• Tickets to symposium & reception	2 tix	1 tix	1 tix Reception only
• Display your brochures at event	✓	✓	✓
• Name listed on exhibit signage	✓	✓	

EXHIBIT SPONSOR

\$1,000

- **Logo featured on exhibit signage**
Prominent multi-day exposure beyond the 1-day symposium
- **Logo on event page, event signs, program, event slideshow**
- **Verbal recognition at event**
- **Promotion on social media**
- **Tickets to reception**
- **Display your brochures at event**

1st tier

2 tix

About the symposium: bridgethedivide2019.eventbrite.com



To become a sponsor:

✉ **Contact committee@baltimorerotterdam.org**

Baltimore-Rotterdam Sister City Committee is a volunteer-run committee, part of **Baltimore Sister Cities, Inc. (BSC)**, a non-profit 501(c)(3) organization incorporated in the state of Maryland; EIN: 47-5005502.