THE PHILADELPHIA
CITIZEN

THE NEED

local media is broken &

local democracy is imperiled

that’s why we created

The Philadelphia Citizen

MISSION

To provide deeply reported journalism that emphasizes solutions that move our region forward, and to actively reignite citizenship and civic engagement.

VALUE PROPOSITION

To be the only civic media organization that combines solutions-oriented journalism and thought-provoking events with specific tools for civic action.

What Makes Us Different

Solutions Journalism which leads to

Action which leads to

Citizenship

AN AUDIENCE THAT TAKES ACTION

Over 1.6 million audience members projected for 2020

AN AUDIENCE THAT TAKES ACTION

70% ages 25-54
49% male / 51% female
64% have household income over $150,000
94% voted in local elections

53% took action as a result of reading The Philadelphia Citizen
85% say The Philadelphia Citizen is essential or important to their understanding of local civic and political issues

Traffic

Doubled our traffic in 6 months January-July 2020

140,000
Monthly average unique page views

1.4 million page views projected for 2020

BOARD OF DIRECTORS

Ajay Raju, Chair & Co-Founder
Chairman & CEO,
Dilworth Paxson LLP

Robert Keith
Co-Founder, TL Ventures

David Adelman
CEO, Campus Apartments
& Founder, Darco Capital

Mia Fioravanti
Director of Corporate Social
Responsibility, FS Investments

Diana Lind
Executive Director, Arts & Business
Council of Philadelphia

Karen Keating Mara
Managing Member, Keating Mara &
Associates, LLC

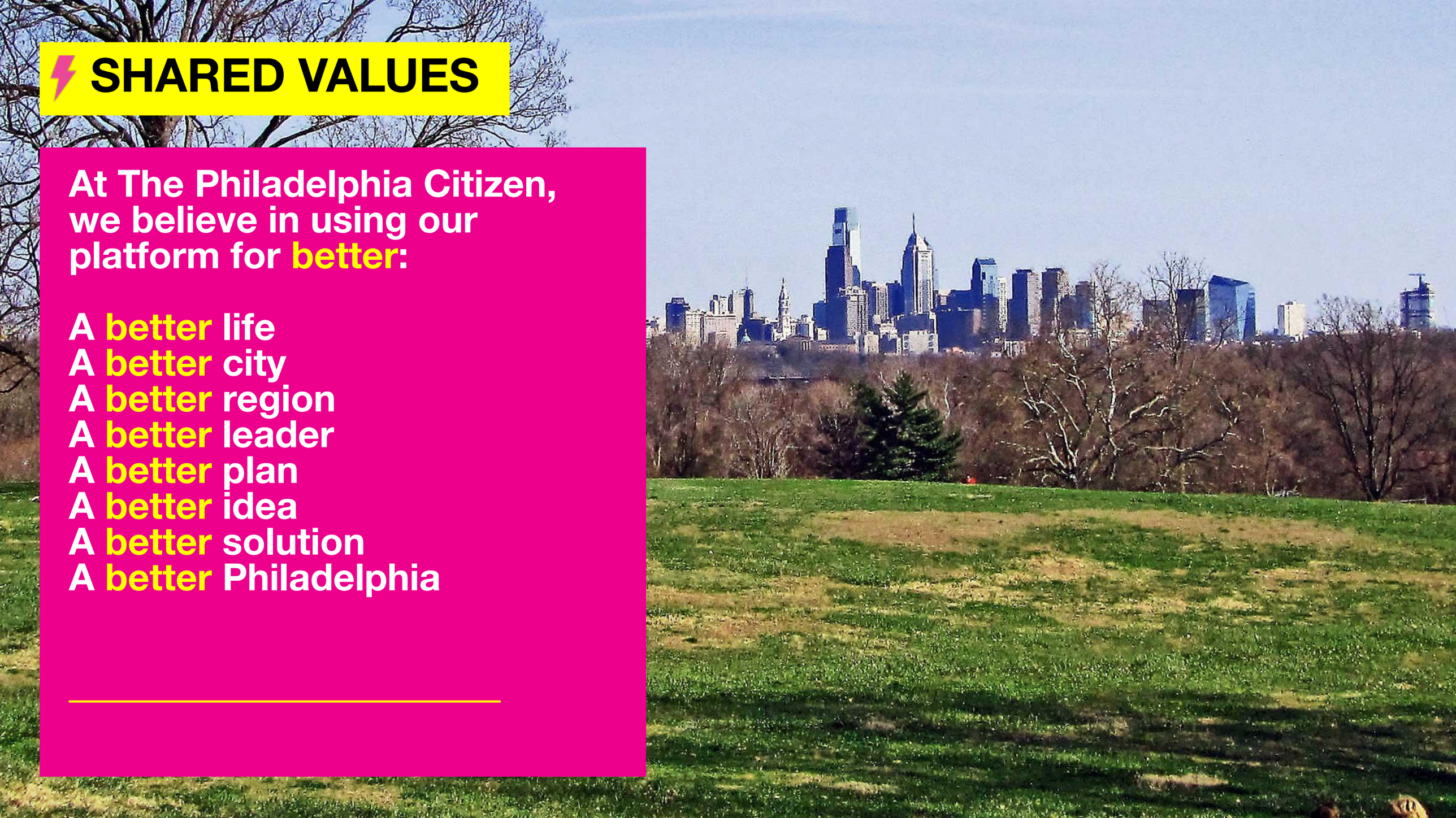
Ali Velshi
MSNBC Host

Larry Platt
The Philadelphia Citizen Co-Founder &
Co-Executive Director

SHARED VALUES

At The Philadelphia Citizen, we believe in using our platform for better:

A better life
A better city
A better region
A better leader
A better plan
A better idea
A better solution
A better Philadelphia



THE PHILADELPHIA

CITIZEN

3rd annual

IDEAS WE SHOULD STEAL

FESTIVAL

ONE MONTH / 25 BOLD IDEAS

A MORE JUST, EQUITABLE & PROSPEROUS PHILADELPHIA

DECEMBER 2020

THE POWER OF PROBLEM SOLVING

The **Ideas We Should Steal Festival** is a testament to the power of practical problem-solving. By bringing together urban innovators from throughout the country to share their groundbreaking ideas, we're doubling down on the notion that the road to progress is neither Left nor Right. Now more than ever, assuring justice and prosperity for the thousands in our region who are consistently denied the opportunity to realize a piece of either is paramount.

At The Citizen, we have a rallying cry: *We're for what works, and against what doesn't.*

And we do more than just talk. Again this year, we'll also invest $50,000 in an idea that makes Philadelphia better.

Please join our army of Philly patriots in community for our third annual **Ideas We Should Steal Festival: One month. 25 Groundbreaking Ideas. A More Just, Equitable and Prosperous Philadelphia.**

Larry Platt
Co-Founder/Co-Executive Director
The Philadelphia Citizen

OVERVIEW

The Philadelphia Citizen's **Ideas We Should Steal Festival™** is an annual event that brings the most innovative urban thinkers and global thought leaders together to share and discuss the bold ideas that transform our cities, ignite innovation and promote social justice & equality.

The Festival began in 2018 at Drexel University and in 2019, was held at The Comcast Technology Center in the Ralph J. Roberts Forum in front of 500 attendees. The event takes place annually in early December.

The 2020 Festival will take place virtually on Tuesdays in December from December 1st - 22nd.

PAST SPEAKERS

DAVID ADELMAN CEO, Campus Apartments Founder, Darco Capital

MAYOR STEVE BENJAMIN Mayor of Columbia, South Carolina

STEVEN BRILL Entrepreneur, Author & Founder/Co-CEO of NewsGuard

AFUA BRUCE Director of Engineering & Public Interest Technology, New America Foundation of Washington D.C.

TIFFANY CROSS Co-Founder & Managing Editor, The Beat DC

SHARI DAVIS Co-Executive Director, Participatory Budgeting Project

MICHAEL ERIC DYSON Preacher, professor, author of *What Truth Sounds Like: Robert F. Kennedy, James Baldwin & Our Unfinished Conversation About Race In America*

BRIAN ELMS Innovation Practice Lead, Change & Innovation Agency

CHERI-LEIGH ERASMUS Integrity Idol of Nepal

ANAND GIRIDHARADAS Author of *Winners Take All, The Elite Charade of Changing The World*, host of Vice TV Seat at The Table, analyst for MSNBC, at large for TIME

BILL GOLDERER President/CEO, United Way of Greater Philadelphia & Southern NJ

CAT GOUGHNOUR Equitable Development Advocate of Portland, Oregon

GOVERNOR JOHN HICKENLOOPER Governor of Colorado

CARSON HICKS Dep. Ex. Director, NYC Mayor's Office for Economic Opportunity

CHRIS HUGHES Co-Founder of Facebook, author of *Fair Shot: Rethinking Inequality* and *How We Earn*

LETITIA JAMES New York Attorney General

MAYOR SLY JAMES Mayor of Kansas City,,Missouri

BRUCE KATZ Co-Founder/Director Drexel's Nowak Metro Finance Lab

JOSH KOPELMAN Seed-stage investor & Founder, First Round Capital

CORNETTA LANE Founder, Pedal to Porch of Detroit, Michigan

ZACK MAXWELL Publisher, Arlington Voice

REVEREND CHUCK MINGO Pastor, Cincinnati's Crossroads Church, who leads a citywide effort to heal the racial divide

DAVID MUHAMMAD Executive Director, National Institute for Criminal Justice Reform

JOHN OLIVER HBO's Last Week Tonight with John Oliver

TAYLOR PAUL Co-Founder, RVA League for Safer Streets

MICHAEL RUBIN CEO of Kynetic & Co-founder, REFORM Alliance

JOSH SHAPIRO Pennsylvania Attorney General

ALI VELSHI MSNBC Host

LA SHON WALKER Director, Community Affairs, FivePoint Holdings

MAYOR NAN WHALEY Mayor of Dayton, Ohio

GOV. CHRISTINE TODD WHITMAN Former Governor of New Jersey

STEVEN F. WILSON Founder and CEO of Ascend Learning of NYC

DALILA WILSON-SCOTT Senior Vice President, Community Impact, Comcast NBCUniversal Foundation

ANDREA ZOPP Former Chicago Deputy Mayor/CEO, World Business Chicago

ACTION

Jeremy Nowak Urban Innovation Award

The Ideas We Should Steal Festival™ is about more than just listening.

Thanks to the generous support of Spring Point Partners, The Citizen invests $50,000 towards a solution that will make Philadelphia better.

2019 WINNER:

The Women's Community Revitalization Project, for its work on community-minded development in Grays Ferry

2020 WINNER:

I Am Because We Are, a joint project of Philadelphia Youth Basketball and RVA League for Safer Streets, for work using hoops to prevent violence

ACTION

Integrity Icon Philly

At the 2018 Ideas We Should Steal Festival, **Cheri-Leigh Erasmus** of D.C.-based **Accountability Lab** introduced Integrity Idol, a contest in countries around the world to find and celebrate the civil servants with the highest integrity—a way to "name and fame" good government workers and change the culture of public service.

In 2020, The Citizen and Accountability Lab launched Integrity Icon Philly to celebrate our highest-integrity city workers. We're the first city in the U.S. to hold an Integrity Icon contest.

Since March, we have gathered nominees in different sectors, including education, health and public safety. We'll crown our first Integrity Icon in September, 2020.

PAST FESTIVAL HIGHLIGHTS

THE RIGOR OF LAUGHTER

HBO's **JOHN OLIVER** in conversation with MSNBC'S **ALI VELSHI** on the process and promise of making a weekly thought-provoking, rigorous, factually solid, late night TV show that also makes you laugh

NEWS IN THE AGE OF ALTERNATIVE FACTS

Veteran journalist and founder and Co-CEO of NewsGuard, **STEVEN BRILL** in conversation with **TIFFANY CROSS**, Co-Founder of The Beat DC, and MSNBC's **ALI VELSHI** on navigating the news and innovations in combating the war on truth

FAIRNESS, JUSTICE, AND THE RULE OF LAW

New York state Attorney General, **LETITIA JAMES** in conversation with **ALI VELSHI**

MOVING THE NEEDLE ON POVERTY

CEO of United Way Greater Philadelphia & NJ, **BILL GOLDERER** in conversation with **CARSON HICKS**, Deputy Executive Director at NYC Mayor's Office for Economic Opportunity

A BUSINESS CASE FOR CIVIC ENGAGEMENT

Conversation with pioneering seed-stage investor and founder of First Round Capital, **JOSH KOPELMAN**, entrepreneur, co-founder of REFORM Alliance, and owner of Fanatics, **MICHAEL RUBIN,** and CEO of Campus Apartments and Founder of Darco Capital, **DAVID ADELMAN**

AMERICA NEEDS A MAYOR

A conversation with **MAYOR STEVE BENJAMIN** of Columbia, SC, and **BRUCE KATZ**, co-founder & Director of Drexel's Nowak Metro Finance Lab

2020 IWSS Will Own the Month of December

The 2020 Ideas We Should Steal Festival will kickoff on Tuesday December 1st and run for four consecutive Tuesdays through December 22nd.

The Philadelphia Citizen and the Festival will own the month of December in the region and will feature some of the most prominent thought leaders in the country.

As our agenda continues to take shape, we look forward to making the 2020 Festival an indelible model of leading thought on equity, justice and prosperity.

2020 AGENDA (draft)

Tuesday, December 1st 4-7 pm
Opening Event

- Intro and **Hill-Friedman Academy** song
- **Ideas We Should Scale:** 3 presentations, 10 minutes each
- **The Road to Recovery**: **Bruce Katz, Richard Florida** and **Della Clark.** Two of the world's leading urbanist thinkers joined by the President of the Enterprise Center, which focuses on business acceleration in urban communities, on the opportunity to rebuild. (LIVE)
- **Art As A Means of Social Change**: **Jane Golden**, Mural Arts Executive Director; **Tarik Trotter**, aka Black Thought of The Roots; and muralist **Shepard Fairey** (LIVE)

2020 AGENDA (draft)

Tuesday, Dec 8 4-6 pm

- INTRO: Nowak Award/Integrity Icon + Performance Youth Poet Laureate
- **Abolishing Medical Debt**: **Roxanne Patel-Shepelavy** in conversation with the disruptors behind **RIP Medical Debt**
- **Leadership Class Collaboration: Stefani Pashman** of The Allegheny Conference, in conversation with Comcast's **Bret Perkins**

Tuesday, Dec 8 4-6 pm (continued)

- **Changing Police Culture**: Author and former LAPD **Sgt Cheryl Dorsey** in conversation with Volusia County, Florida **Sheriff Mike Chitwood Jr.**, on combating police "warrior culture."
- **The Opportunity Agenda**: **Wes Moore**, CEO Robin Hood Foundation and **Raj Chetty**, Director of Harvard's Opportunity Insights, in conversation with MSNBC anchor and Citizen Board Member **Ali Velshi**

2020 AGENDA (draft)

Tuesday, Dec 15 4-6 pm

- **What can AirBnB Teach Us About Education?** **Liz Dozier**, former high school principal and CEO of Chicago Beyond
- **Tackling Race**: The Greater Buffalo Racial Equity Roundtable, **Clothilde Perez-Bode Dedecker**, Community Foundation for Greater Buffalo

Tuesday, Dec 15 4-6 pm (continued)

- **Fixing The Prison Industrial Complex**: **Piper Kerman**, author, *Orange Is The New Black*
- **OK, Boomer, Embrace Next Gen Leadership**: **Anand Ghiridharadas** and author **Jill Filipovic**
- **Young Mayors Lead The Way**: **Paige Cognetti** (Scranton), **Svante Myrick** (Ithaca, confirmed), **Randall Woodfin** (Birmingham, confirmed), with Citizen Co-Founder, **Larry Platt**

2020 AGENDA (draft)

Tuesday, Dec 22 4-6 pm

- Performance by the **Jackson School Rock Band**
- **The Billionaire Venture Capitalist Who Started the $15 Minimum Wage Movement**: Venture Capitalist **Nick Hanauer** with MSNBC anchor and Citizen Board Member **Ali Velshi**
- **How Access to the Legal Economy Can Curb Gun Violence:** Obama Administration Education Secretary **Arne Duncan** with a participant of the non-profit CRED (Create Real Economic Destiny)

Tuesday, Dec 22 4-6 (continued)

- **Moving the Needle on Poverty**: **Paul Born**/**Geoffrey Canada** in a conversation with United Way CEO **Bill Golderer**
- **Comedy For Social Change**: Standup comedian and Daily Show Correspondent **Roy Wood, Jr.**, moderated by Citizen Co-Founder **Larry Platt**
- **Growing out of Crisis**: Chicago Mayor **Lori Lightfoot** in conversation with MSNBC anchor and Citizen Board Member **Ali Velshi**

IDEAS WE SHOULD STEAL PARTNERS

The Philadelphia Citizen is looking to partner with like-minded organizations on this unique opportunity to be part of the solution.

We are invested in ideas that move Philadelphia forward, with content that ignites civic pride inspires action and promotes justice & equality.

IDEAS WE SHOULD STEAL PARTNERS

VALUE

Philadelphia's premier gathering for changemakers and national thought leaders

BRAND VISIBILITY

The Ideas We Should Steal Festival has the most sought after audience in the region.

Reach thousands of festival attendees and viewers that include top corporate executives, influential civic leaders, professional athletes, social impact investors, community activists, city employees, academic influencers, and aspiring and motivated citizens of Philadelphia.

ACCESS

The Philadelphia Citizen's community includes high-profile contributors and civic-minded collaborators.

Charles Barkley • Connor Barwin
Seth Berger • Jon Geeting
Jay Coen Gilbert • Charles D. Ellison
Malcolm Jenkins • Jason Kelce
Sara Lomax-Reese • Richard Vague
Ali Velshi • WURD
Young Involved Philadelphia
Economy League • ImpactPHL
Fitler Club

AFFINITY

Supporting The Citizen aligns your organization with an audience of purpose-driven, civic minded residents.

71% of consumers expect companies to "lead with purpose" by supporting issues that matter to them

79% of consumers believe companies should work to address social justice issues

91% of consumers would switch brands for comparable purpose-driven brands

79% say they are more loyal to purpose-driven brands

IDEAS WE SHOULD STEAL PARTNERS

LEVELS & BENEFITS

VISIONARY PARTNER: $25,000

- Opportunity to present a panel/segment
- Event MC to recognize panel/segment partnership
- Slide with brand recognition during panel/segment
- 20 tickets including 5 VIP passes to exclusive opening night event
- Brand recognition
  + Logo inclusion as panel presenter on the Citizen's website
  + Logo inclusion in promotional emails
  + Thank you messaging and correspondence
- Opportunity for brand messaging within the event's ecosystem
- Additional opportunities to be mutually determined with event organizer

IDEAS WE SHOULD STEAL PARTNERS

LEVELS & BENEFITS

CIVIC PARTNER: $20,000

- Opportunity to present a panel/segment
- Event MC to recognize panel/segment partnership
- Slide with brand recognition during panel/segment
- 15 tickets including 4 VIP passes to exclusive opening night event
- Brand recognition
  + Logo inclusion as panel presenter on the Citizen's website
  + Logo inclusion in promotional emails
  + Thank you messaging and correspondence
- Collateral and/or promotional item distribution to attendees
- Additional opportunities to be mutually determined with event organizer

THOUGHT LEADER: $10,000

- 10 tickets including 2 VIP passes to exclusive opening night event
- Brand recognition
  + Logo in promotional emails
  + Thank you messaging & correspondence
  + Logo inclusion on website
- Collateral and/or Promotional item distribution to attendees

IDEAS WE SHOULD STEAL PARTNERS

LEVELS & BENEFITS

CHANGE MAKER: $5,000

- 8 tickets to the event
- Brand recognition
  + Logo in promotional emails
  + Thank you messaging & correspondence
  + Logo inclusion on website
  + Promotional item distribution to attendees

GOOD CITIZEN: $2,500

- 4 tickets to the event
- Brand recognition
  + Logo in promotional emails
  + Thank you messaging & correspondence
  + Logo inclusion on website
  + Promotional item distribution to attendees

Don’t see a package that suits your needs?
Reach out to us and we’ll create one that is customized to your brand.

IDEAS WE SHOULD STEAL PARTNERS

PAST PARTNERS

VISIONARY SPONSORS

spring point

United Way
United Way of Greater Philadelphia and Southern New Jersey

COMCAST NBCUNIVERSAL

INVESTMENTS℠

1938 • 2018 60 YEARS campus apartments®

DARCO CAPITAL

BREAK SPONSOR

brandywine REALTY TRUST

THOUGHT LEADER

Independence

Kopelman FOUNDATION

KYNETIC
Fanatics RUE GILT GROUPE SHOPRUNNER

Daniel B & Florence E Green Family FOUNDATION

FIRSTRUST BANK

CHANGE MAKER

COZEN O'CONNOR

NOUVEAU CAPITAL LLC

KEATING MARA & ASSOCIATES LLC

PHILADELPHIA FOUNDATION

KF KNIGHT FOUNDATION

GOOD CITIZEN

SHIFT CAPITAL

CLARKE & COHEN

KPMG

STRADLEY RONON

Wells Fargo Regional Foundation

Connelly Foundation

Donor Information

Company Name: _____
(*as you wish to be acknowledged in materials*)
Contact Name: _____

Street Address: _____

City, State Zip:_____

Phone: _____Email: _____

Gift Information

❑ I am pleased to support The Citizen's Ideas We Should Steal™ Festival at the following level: *(please check one)*

- ❑ **Presenting Partner** $50,000
- ❑ **Visionary Partner** $25,000
- ❑ **Civic Partner** $20,000
- ❑ **Thought Leader** $10,000
- ❑ **Change Maker** $5,000
- ❑ **Good Citizen** $2,500
- ❑ **Other** _____

❑ I plan to make the contribution in the form of __cash __check __credit card* __other

Credit card type: ___ Visa ____Mastercard ____Discover ___American Express
Name on card: _____
Credit card number: _____
Credit card expiration date / security code: _____
Authorization signature: _____

❑ Please contact me or send pledge reminder for payment.

THE PHILADELPHIA CITIZEN

Please make checks and gifts payable to The Philadelphia Citizen (EIN #46-2777419). Contributions are tax deductible.

Please send form and digital files for logo via email to tia@thephiladelphiacitizen.org

Or mail form to:
The Philadelphia Citizen
2400 Market Street
Offsite, Suite 269
Philadelphia, PA 19103

THANK YOU FOR YOUR SUPPORT

For more information, please contact:

Corie Moskow at corie@glosspr.com, **Ari Roitman** at ari@thephiladelphiacitizen.org

or call us at **215-518-5526**

THE PHILADELPHIA CITIZEN

Custom sponsorship levels and benefits are available upon request.

Checks made payable to The Philadelphia Citizen may be mailed to:

The Philadelphia Citizen
Offsite, 2400 Market Street, No. 200
Philadelphia, PA 19103

The Philadelphia Citizen is the only non-profit civic media organization that combines solutions-oriented journalism with specific calls for civic action and thoughtful programming aimed at moving the Philadelphia region forward.

The Philadelphia Citizen (EIN #46-2777419) is a 501(c)3 nonprofit, nonpartisan media organization.