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
Doubled our traffic in 6 months January-July 2020

140,000
Monthly average unique page views

1.4 million page views projected for 2020
BOARDS 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
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
IDEAS WE SHOULD STEAL FESTIVAL

ONE MONTH ⚡ 25 BOLD IDEAS
A MORE JUST, EQUITABLE & PROSPEROUS PHILADELPHIA
DECEMBER 2020
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
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
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
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.

**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.
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

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

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
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.
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)
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
Tuesday, Dec 15 4-6 pm

- What can AirBnB Teach Us About Education?  Liz Dozier, former high school principal and CEO of Chicago Beyond


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
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
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.
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
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
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
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<tr>
<th>IDEAS WE SHOULD STEAL PARTNERS</th>
<th>LEVELS &amp; BENEFITS</th>
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<tr>
<td><strong>CHANGE MAKER: $5,000</strong></td>
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<td>● 8 tickets to the event</td>
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<td>● Brand recognition</td>
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<td>+ Logo in promotional emails</td>
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<td><strong>GOOD CITIZEN: $2,500</strong></td>
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<td>● Brand recognition</td>
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Don’t see a package that suits your needs?  
Reach out to us and we’ll create one that is customized to your brand.
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.

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

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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 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.

Custom sponsorship levels and benefits are available upon request.
Checks made payable to The Philadelphia Citizen may be mailed to:
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Philadelphia, PA 19103