#### THE PHILADELPHIA · ty, **F 4D5** I S E Т V F

PRESENTED BY





# THE POWER OF PROBLEM SOLVING

It kinda feels like the world is falling apart, no? The headlines scream out daily — an abominable terror attack, the ravages of war, the rise of autocracy, the rejection of American values like free speech and tolerance, climate run amok. The effect, if we're not careful, is to numb us into apathy. We have no control, so why care?

The Ideas We Should Steal Festival is the antidote to that type of defeatism. When the world has gone bonkers, what power do we have? We have our city, and what we do in it. We can hold the door for our neighbor at Wawa; we can sweep a street; we can vote. Acting locally isn't just a feel-good measure; it's also a lesson for how to be in a world gone mad.

"Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring those ripples build a current which can sweep down the mightiest walls of oppression and resistance," said Senator Robert Kennedy in a previous generation's troubled times.

Every day, our merry band of citizens chooses to be a hope rippler. The city that birthed democracy in these once United States deserves no less.

Yours in citizenship,

Larry Platt & Roxanne Patel Shepelavy

**Co-Executive Directors The Philadelphia Citizen** 

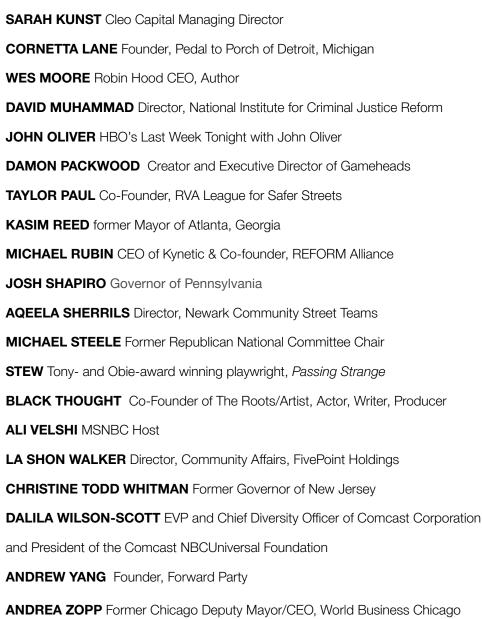






#### **SELECT PAST SPEAKERS**

| EMILY BAZELON New York Times Magazine Writer  |
|---|
| STEVE BENJAMIN Mayor of Columbia, South Carolina  |
| STEVEN BRILL Entrepreneur, Author & Founder/Co-CEO of NewsGuard   |
| MAJORA CARTER Real estate developer and MacArthur "Genius" Fellow   |
| TIFFANY CROSS Co-Founder & Managing Editor, The Beat DC   |
| SHARI DAVIS Co-Executive Director, Participatory Budgeting Project  |
| VILAS DHAR President and Trustee, Patrick J. McGovern Foundation  |
| LIZ DOZIER Founder & CEO, Chicago Beyond  |
| ARNE DUNCAN Managing Partner at Emerson Collective, CRED Founder  |
| MICHAEL ERIC DYSON Preacher, professor, author of What Truth Sounds Like  |
| ANAND GIRIDHARADAS Author, 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 |
| EDDIE GLAUDE JR. Professor, author, Begin Again   |
| JANE GOLDEN Executive Director, Mural Arts Philadelphia   |
| BILL GOLDERER President/CEO, United Way of Greater Philadelphia & Southern NJ   |
| NICK HANAUER Civic Ventures Founder   |
| JOHN HICKENLOOPER Governor of Colorado  |
| CHRIS HUGHES Facebook Co-Founder  |
| LETITIA JAMES New York Attorney General   |
| BRUCE KATZ Co-Founder/Director Drexel's Nowak Metro Finance Lab   |
| PIPER KERMAN Author, Orange Is the New Black  |
| JOSH KOPELMAN Seed-stage investor & Founder, First Round Capital  |







3,000 Attendees



# **IDEAS PHILADELPHIA HAS STOLEN**

#### **Civic Coalition to Save Lives**

Inspired by hearing from gun violence prevention expert **David Muhammad** in 2019, the newly-formed **Civic Coalition to Save Lives** — made up of 70 local patriots — engaged Muhammad, executive director of the **National Institute for Criminal Justice Reform**, to help them develop a plan to reduce gun violence in Philadelphia. The program is launching in 2023.

#### **Friends of the Children**

In 2021, Friends of the Children CEO **Teri Sorenson** spoke about the 12.5-year mentorship program that has helped guide children and their families out of poverty for the last two decades. That spurred local civic organizations to raise \$1.8 million to launch Friends of the Children in Philly in 2024.

#### **Integrity Icon**

At the 2018 Festival, **Cheri-Leigh Erasmus** of Washington, 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. In 2020, **The Philadelphia Citizen** partnered with Accountability Lab to launch the first American campaign. So far, Philadelphia has named and celebrated ten Integrity Icons, with five more set to be named in September 2023.

#### I AM because WE ARE

At the 2019 Festival, **Taylor Paul of Richmond-based RVA League for Safer Streets** shared the success of their basketball league for young men from high-crime communities, keeping them out of prison and reducing gun violence. In 2020, **Philadelphia Youth Basketball** partnered with RVA League to launch I AM because WE ARE, to bring on-court and off-court coaching to Philadelphia. The second cohort was completed in April 2022.

#### **RIP Medical Debt**

At the 2020 Festival, Jerry Ashton of NY-based nonprofit **RIP Medical Debt** shared their success in eliminating \$2 billion in American medical debt. In 2021, through a Citizen-led campaign, over \$80,000 was raised for RIP Medical Debt to focused relief efforts in Philadelphia. More than \$6.1M in medical debt has been eradicated for 3,573 Philadelphians over the past two years.

# 2024 FESTIVAL HIGHLIGHTS























# **NOVEMBER 14 & 15**

November 14, 2024 - Fitler Club Ballroom, 5:30-7:30PM

November 15, 2024 - Ralph J Roberts Forum, Comcast Technology Center, 9am-4pm

November 15, 2024 - Post Event Reception, Pizzeria Salvy, Comcast Technology Center, 4-6pm

# **FESTIVAL PARTNERSHIPS**

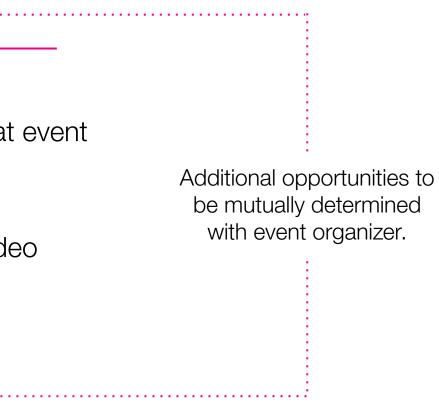
### Visionary Partner - \$25,000

- Twenty festival tickets
- Logo in promotional emails, on website, in select social media posts, on digital displays at event
- Logo in print program, or 1/2 page ad
- Promotional item distribution to attendees
- Opportunity to present a panel with branding on slide during segment and in YouTube video
- Event emcee to recognize panel partnership

#### Civic Innovator - \$15,000

- Fifteen festival tickets
- Logo in promotional emails, on website, in select social media posts, on digital displays at event
- Logo in print program, or 1/4 page ad
- Promotional item distribution to attendees
- Opportunity to present a panel with branding on slide during segment and in YouTube video
- Event emcee to recognize panel partnership

### **SUPPORTING SPONSOR LEVELS & BENEFITS**



# **FESTIVAL PARTNERSHIPS**

### Thought Leader - \$10,000

- Ten festival tickets
- Logo in promotional emails, on website, in select social media posts, on digital displays at event
- Logo in print program, or 1/8 page ad
- Promotional item distribution to attendees

### Change Maker - \$5,000

- Five festival tickets
- Logo in promotional emails, on website, in select social media posts, on digital displays at event
- Logo in print program
- Promotional item distribution to attendees

### Solutions Supporter - \$2,500

- Three festival tickets
- Logo in promotional emails, on website, in select social media posts, on digital displays at event
- Logo in print program

#### Don't see a package that suits your need?

Reach out to Director of Sales and Philanthropy, Kristin Long at <u>kl@thephiladelphiacitizen.org</u> to discuss a customization that meets your organization's objectives.

### SUPPORTING SPONSOR LEVELS & BENEFITS

# **FESTIVAL PARTNERSHIP**

### Add-On Opportunities

#### Sponsorship of Opening Night Event — Thursday, November 14 — plus \$5,000

The opening event will include a film screening, post-film discussion, hors d'oeuvres, drinks, and networking to kick-off the 2024 Festival! More details to come ...

**BENEFITS:** Exclusive sponsorship of the kick-off event; branding at event and in promotions; branded items (napkins or guest gifts); organization representative given the opportunity to make opening remarks.

#### Sponsorship of the Ideas We Should Steal editorial series – throughout 2025 – plus \$15,000

The Citizen's Ideas We Should Steal brand does not stop at the Festival. An Ideas We Should Steal editorial series is published regularly throughout the year, as both a source and extension of the Festival mission to highlight civic solutions from around the country. We invite you to strengthen brand alignment with IWSS and be a sponsor of this ongoing series. In 2023, The Citizen published 17 IWSS articles independent of Festival content. Equivalent value is \$2,000 per article or regular annual series pricing of \$24,000/year.

BENEFITS: Suggestion of story ideas will be taken into strong consideration\*; recognition of sponsorship on IWSS articles for one year (starting date to be agreed) reading: This article is part of the Ideas We Should Steal initiative, an editorial series and annual Festival highlighting ideas from across the nation that could move Philadelphia forward. This editorial series is made possible by our sponsor [name and logo placement]



# **2023 SPONSORS AND PARTNERS**

Along with the engaged citizens that make our work possible, partner organizations are a key to our success. The Citizen's sponsors and partners subscribe to the belief that promoting greater civic engagement and informed discourse is a direct route to a better and more productive Philadelphia.



## **THANK YOU FOR YOUR CONSIDERATION & SUPPORT**

#### THE PHILADELPHIA

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For more information, please contact: Kristin Long at kl@thephiladelphiacitizen.org

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