

THE PHILADELPHIA

⚡ **CITIZEN** ⚡

7th
annual

**IDEAS WE
SHOULD STEAL**

F E S T I V A L

(Re)building A More Perfect Union

PRESENTED BY



COMCAST
NBCUNIVERSAL

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

SARAH KUNST Cleo Capital Managing Director

CORNETTA LANE Founder, Pedal to Porch of Detroit, Michigan

WES MOORE Robin Hood CEO, Author

DAVID MUHAMMAD Director, National Institute for Criminal Justice Reform

JOHN OLIVER HBO’s Last Week Tonight with John Oliver

DAMON PACKWOOD Creator and Executive Director of Gameheads

TAYLOR PAUL Co-Founder, RVA League for Safer Streets

KASIM REED former Mayor of Atlanta, Georgia

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

JOSH SHAPIRO Governor of Pennsylvania

AQEELA SHERRILS Director, Newark Community Street Teams

MICHAEL STEELE Former Republican National Committee Chair

STEW Tony- and Obie-award winning playwright, *Passing Strange*

BLACK THOUGHT Co-Founder of The Roots/Artist, Actor, Writer, Producer

ALI VELSHI MSNBC Host

LA SHON WALKER Director, Community Affairs, FivePoint Holdings

CHRISTINE TODD WHITMAN Former Governor of New Jersey

DALILA WILSON-SCOTT EVP and Chief Diversity Officer of Comcast Corporation

and President of the Comcast NBCUniversal Foundation

ANDREW YANG Founder, Forward Party

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



135 Speakers



3,000 Attendees



450,000 YouTube Views



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.

2023 FESTIVAL HIGHLIGHTS

 24 Thought Leaders

 625 Registered Guests

 11 Panels





7TH ANNUAL IDEAS WE SHOULD STEAL FESTIVAL

NOVEMBER 14 & 15

November 14, 2024 - Fidler Club Ballroom, 5:30-8PM

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

November 15, 2024 - Post Event Reception, Pizzeria Salvy, Comcast Technology Center, 4-5pm

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

Additional opportunities to be mutually determined with event organizer.

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

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 kl@thephiladelphiacitizen.org to discuss a customization that meets your organization's objectives.

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]*

THANK YOU FOR YOUR CONSIDERATION & SUPPORT

THE PHILADELPHIA

 **CITIZEN** 

For more information, please contact:

Kristin Long at kl@thephiladelphiacitizen.org

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