

# 2023 Soiree Sponsorship Opportunities

world  
affairs  
council  
pittsburgh



# About the World Affairs Council of Pittsburgh

- Vision: A globally minded and globally connected world that is equitable and just for all.
- Mission: Convene and connect people around global issues to build a thriving, competitive, and inclusive Pittsburgh.

## 2022 by the numbers:

**17** public programs

**44** youth programs

**1,200**  
public program attendees

**1,000**  
young leaders served

### Connect with our network!

7,700+ social media followers

15,900+ email subscribers

34k+ monthly impressions





# Radiating Rhythms: Celebrating Hip Hop's Brilliance

**Friday, October 6, 2023 | The Jane (formerly Jay Verno Studios)**

A vibrant and dynamic celebration of global learning and connection, emphasizing the power of music to transcend borders and unite people from diverse backgrounds.

As we celebrate 92 years of connecting Pittsburgh to the world, we will uplift the genre's 50-year legacy as a platform to express identity and give voice to global issues.





# Introduction



We are pleased to share with you information about partnering with the World Affairs Council of Pittsburgh as we bring together Pittsburghers of all ages and identities in "Celebrating Hip Hop's Brilliance" at our 2023 Soiree fundraiser.

## 2022 Soiree

Last year's Soiree was celebrated as one of the most vibrant and diverse gatherings of the global community in Pittsburgh.

Over 250 Pittsburghers from the Council's diverse community of educators, business leaders, community members, high school students, and partners gathered for our first-ever Soiree on June 9 to celebrate our "90+1" anniversary and full return to recurring in-person programming.

**262**

attendees

**\$161k**

raised

**5**

local leaders  
honored



*Click to watch last year's Soiree recap.*





**Attendees will hear from the Council on its 92-year legacy, global focus areas, and programming that increases access to global learning for underrepresented communities and prioritizes youth leadership.**



## Why Hip Hop?

Hip hop began in the Bronx in 1973 in a cultural exchange among Black, Latino, and Caribbean youth. In the decades since, the genre has spread across the world, from the EDM-influenced Netherhop of the Netherlands to afro-fusion beats of Nigerian hip hop. Hip hop artists also use the genre as a platform to shed light on social issues in a global society — like through French Muslim artists rapping about discrimination, to a Canadian Punjabi hip hop song becoming the most-streamed song in India and uniting the Indian diaspora.

In honor of hip hop's 50th anniversary, our Soiree will illuminate the power of hip hop culture as a transformative global force. We'll follow the genre's journey from its roots in jazz, motown, and disco up to the modern day. Join us as we celebrate the enduring brilliance of hip hop, embracing its power to redefine our place in the world and understand each other in a universal language.





## What to Expect

Our musical journey will be complemented with featured performances, guest speakers, and a fusion-inspired menu.

We will also recognize the recipients of the Illuminate Awards, which recognizes leaders who have made a difference in advancing global mindedness and connection in the Pittsburgh region. The evening will end with a bang as we dance the night away to global hip hop songs.

Funds raised from this event will support our work that reaches more than 1,000 community members and more than 1,200 students in the Southwestern Pennsylvania region and beyond each year through relevant, engaging, globally-focused programs, events, and experiences.



# Illuminate Award Winners

The Illuminate Awards recognizes leaders in our community who represent our values of global mindedness, global learning, and global leadership in their lives and work.



## **Community Leader | Angela Garcia**

Angela Garcia is the Executive Director of Global Links, a Pittsburgh-based organization that works to improve health for vulnerable communities locally and globally.



## **Business Leader | Brent Rondon**

Brent Rondon is the Senior Management Consultant for the Small Business Development Center (SBDC), Institute for Entrepreneurial Excellence, and Innovation Institute at the University of Pittsburgh and is a pillar in the entrepreneurial community in Pittsburgh.



## **Youth | Sasha Ahmad**

Sasha Ahmad is a student at Sewickley Academy and founder of the Pink Dragonfly Program, an art therapy program for refugee youth.



## **Educator | Carolina Loyola-Garcia**

Carolina Loyola-Garcia is the founder, artistic and executive director of Flamenco Pittsburgh, as well as an artist-educator who uses visual and performing arts to bring awareness of global culture to learners in K-12 schools, universities, and community spaces.



# Performers

**Roger Humphries**



**Flamenco Pittsburgh**

**Treble NLS**



**Geña Música**

**Center of Life Youth Jazz**



**fireWALL dance theater**



**DJ Femi**



# Soiree Co-Chairs



Kendra Ross



Sue and Scott Lammie



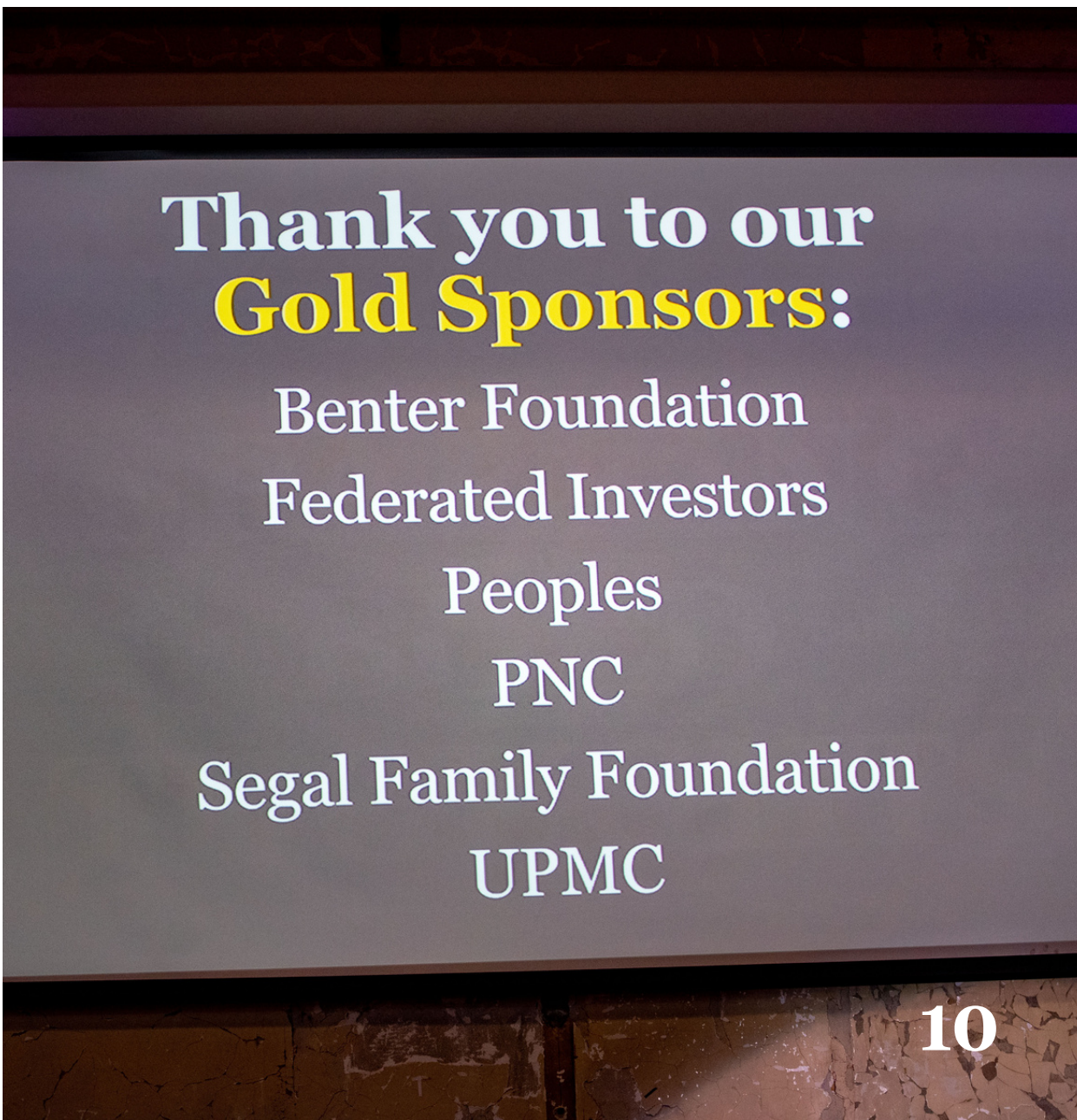
Gretchen and Bill Generett



# Sponsor Recognition



Pittsburgh Penguins - Silver Sponsor





SPONSORSHIP BENEFITS	Presenting Sponsor	Emerald	Ruby	Gold	Silver
	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
	20	15	10	10	10
	4	2	2	2	
Reserved VIP table (10 seats) in venue with signage*	2	2	1		

ONSITE RECOGNITION					
Cocktail hour digital ad	X	X	X	X	X
Recognition in stage program	X	X	X	X	
Recognition at VIP Reception	X	X	X		
Opportunity to present award	X				
Logo on signage	X	X	X	X	X

PRE/POST EVENT PROMOTION					
Inclusion in press release	X				
Spotlight in the Council newsletter	X	X	X		
Social media mentions	X	X	X	X	X
Website/annual report	X (prominent)	X	X	X	X

Tickets	
\$250 VIP ticket - Private reception	\$150 General ticket

**\*Limited table sponsorship available;  
inquire today to reserve your spot.**



# VIP Table Sponsorship

**\$15,000**

Sponsor a VIP table (10 seats) in the venue with branded signage.

Table sponsorship includes the benefits of a Ruby sponsor level, including 10 complimentary VIP tickets, onsite recognition, and pre- and post-event promotion.

Limited spots available. Contact our team early to secure your table.





# 360 Photo Booth Sponsorship

**\$5,000**

Sponsor a 360 rotating photo booth for guests!

Add your logo to a custom template design for every photo and digitally share pictures directly from the booth.





# Testimonials



"The Council sparks bold thoughts by exposing the people they impact to groups and individuals of various backgrounds and walks of life. This leads to their audiences being left with a greater sense of global mindedness and awareness to make a similar impact on their own communities. By fostering a community of collaboration and open-mindedness, in and out of the Council, they are able to spark bold thoughts in all people they reach and inspire them to implement them in the environments around them."

— Harshitha Lingam, 2022 Youth Board Co-Chair  
and 2021-22 Communications Youth Fellow

"I'm a supporter, an advocate, a believer in the values of the World Affairs Council in bringing the community, and by example the world, closer together. We've got to get this figured out, and time is running short. The episodes of violence that we've witnessed in this country is unacceptable and it certainly has been demonstrated in other hemispheres of the world. I think that the World Affairs Council is one place of sanity and hope and empathy that I believe, if sustained, will at least be a candle in the night that offers some hope for those who are suffering."

— Bill Strickland, Illuminate Award Winner — Educator







# Get Involved

Become an event sponsor to align your organization with a community of Pittsburghers who care about the world and are building a thriving, inclusion region. Please reach out to schedule a meeting with our team to learn more.

**Contact: Betty Cruz, President & CEO**  
[betty@worldpittsburgh.org](mailto:betty@worldpittsburgh.org)

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