

Inspiration Awards

benefiting
step up

GUIDING GIRLS
TO THEIR SUCCESS

ONE EVENT. TWO CITIES.

SEPTEMBER 26, 2025

Los Angeles – Skirball Cultural Center

NOVEMBER 13, 2025

Chicago – Morgan Manufacturing

<http://suwn.org/inspiration-awards>



ABOUT STEP UP



“My mentors did not have a career path set when they were in high school or in college. Their career paths were unexpected and that gives me hope that I will figure out my career path, too.”

— RANA SALEH, STEP UP TEEN

We guide every girl to their success.

No one destination fits all, so why would one path fit all? At Step Up, we help girls achieve their unique visions of success. We create safe, brave spaces for girls to connect, learn, and grow alongside supportive mentors (and each other).

Through our free mentorship programs in person, online, and on demand, girls experience more than just mentorship. They find community, feel empowered to expand their horizons, and develop the skills they need to navigate life's path with confidence.

By the end of 2025, we've committed to reach 3,000 teens and young women annually through programs that guide girls to be confident, connected and career-ready.

INSPIRATION AWARDS' LEGACY OF CELEBRATING MENTORSHIP



Guests in Chicago and Los Angeles enjoyed a reception and awards program celebrating the women and girls who inspire us. The galas gathered 800+ supporters and raised \$850,000 in support of Step Up mentorship programs.



2024 Teen Honoree Paloma shared her story about how Step Up's high school and career exploration programs propelled her to achieve her dreams – she's now charting her entrepreneurial path to pursue a career in the beauty industry and create her own beauty empire.



We celebrated community leaders including S. Epatha Merkerson and Joy Lyu Monahan, who discussed the power of mentorship with Step Up CEO Delores Morton.



At Step Up's Lounge, guests connected with teens and joined in reflecting on what makes them feel confident, connected and career-ready!

Sponsor Benefit Cosmetics designed a lounge to inspire confidence! Guests flocked to their brow and touch up essentials.



PAST HONOREES AND PRESENTERS



Eva Longoria

actor, producer, director and philanthropist



Gabrielle Union

author, actor + activist



Yvonne Orji

comedian, actor, author + advocate



Julie Bowen

actor, advocate + entrepreneur



Jessica Alba

actor, advocate + entrepreneur



Zoe Saldana

actress + advocate



S. Epatha Merkeron

actor



Anne Hathaway

Oscar-winning actress + advocate



Tracee Ellis Ross, Yara Shahidi

+ the cast of Blackish

PAST PARTNERS HAVE INCLUDED:

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ANN
TAYLOR

benefit
SAN FRANCISCO

BMO

COACH
NEW YORK

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Citizens
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forever first

Google

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HUDSON

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PLAY
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WIN!
BRANDS

pwc

Stacy's
Pita Chips

SUN
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TJ-maxx

Too Faced

TOYOTA

TRINA TURK

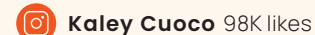
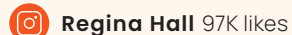
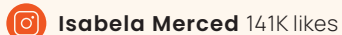
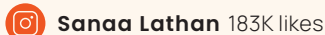
ULTA
BEAUTY

us bank

Inspiration Awards has been covered by media outlets like:



The New York Times.

[illegible]

BRAND ACTIVATIONS THAT ENGAGE

Brand lounges
connect our
influential guests
with Inspiration
Awards sponsors.



Women's Foot Locker: The brand invited guests to add their personal inspirations to the #OnOurWay wall to receive a gifted pair of sneakers.



Dermstore: Guests consulted with glow by Dermstore experts, discovered skin care regimens and tested out products before entering to win a full regime by sharing what makes them #glowwithin!



Michael Stars: Guests shopped the latest Michael Stars looks. Step Up Inspiration Awards honorees were also seen confidently dressed in the brand's collection.



Trina Turk: Fashion partner Trina Turk's pop-up boutique had guests coveting her famous summer lifestyle. Attending notables like Julie Bowen, Linda Cardellini, Aisha Tyler, Lacey Chabert and Busy Philipps all sported the brand's latest looks.

INVESTING IN THE NEXT GENERATION

Step Up teen
and young adult
honorees go on to
pursue their unique
dreams of success!



Monica Laddaran
Academic Advisor,
Saint Xavier University



Kara Gooch
Manager,
Step Up



English Henderson
Conflicts analyst,
Jenner & Block



Serena Astudillo
J.D. candidate,
CUNY School of Law



Kalen Isreal
Catering Sales Manager,
SLS Hotel



Ahja Howard
Assistant Director, Illinois
Community College Board

READY TO INSPIRE?

Here are some of the ways our sponsors contribute to our Inspiration Awards program.

- presenting/naming rights for programmatic elements
- offer to match any donations made by employees during the event
- red carpet integration (celebrity dressing, step-and-repeat logo placement, red carpet sampling/gifting)
- host a Step Up teen or young adult to sit with your company
- invite employees to volunteer at Inspiration Awards (check-in, etc.)
- offer executives or clients a meet + greet opportunity with influential guests in the brand lounge
- blog about the event + Step Up partnership on the brand's blog
- invite members of the media, influencers or celebrities to sit with your company
- bring a social media specialist to capture the brand's participation at the event for its own social channels



2025 SPONSORSHIPS OPPORTUNITIES

*Sponsorship includes recognition
and benefits at events in both
cities - Los Angeles and Chicago*

Support girls on their path to success, raise brand awareness and build relationships by sponsoring Inspiration Awards.

PRESENTING SPONSOR

\$100,000 donation

Listing as presenting sponsor on all materials • Logo on red carpet • Press release acknowledgement

PLATINUM PATHS SPONSOR

\$25,000 donation

Onsite brand activation • Honoree + Celebrity gifting • Category exclusivity at this level

STEP UP ORANGE SPONSOR

\$50,000 donation

Program acknowledgement • Preferred seating

GUIDING GOLD SPONSOR

\$15,000 donation

Logo included on event materials

SUCCESSFUL SILVER SPONSOR

\$10,000 donation

Seating for 8 guests • gift bag sampling • cover the cost of a Step Up teen girl's ticket

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full stack marketer

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Brieanne Gershick
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Minda Harts
The Memo LLC

Baaba Holland
Baaba Holland Agency

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Step Up

Katie Mayne
executive consultant

Delores Druilhet Morton
Step Up

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AT&T (retired)

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The Ember company

Kelsey J. Patel
wellness expert

Monique Saunders Patrick
CDC Foundation

Beth Radichel
Neal, Gerber & Eisenberg LLP

Tara Simon
Too Faced Cosmetics

Maggie Stockdale
Double Verify

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Jenny Dinh Safransky
JDS Projects

Nyanza Shaw
Shaw Esquire

Helen Textor
Google

Deborah Thomas
NBCUniversal

Meredith Wollman
Zeroz & Onez

ADDITIONAL STEP UP PARTNERSHIP OPPORTUNITIES

Group Mentorship

Engage your employees in flexible volunteerism through an Employee Engagement Partnership

Support

Step Up programming for a cohort of high school teen girls in your community

Cause Marketing

Promote your brand through a give-back campaign with Step Up

Sponsor

Step Up's mentorship programs for teens and young adults

CONTACT

Jamie Kogan

VP, Development

jamie@suwn.org

310.497.3514

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