Thank you for your interest in the 2020 Inspiration Awards benefiting Step Up. Step Up will look to once again welcome 800 guests and raise vital funds in support of our teen mentorship programs.

Jamie Kogan
Director of Development
jamie@suwn.org
213.382.8018

INSPIRATION AWARDS
HONORING
Debbie Allen
artistic director & cofounder, Debbie Allen Dance Academy
effective producer, Grey’s Anatomy
Chrissy Metz
actress, This is Us

FRIDAY, MAY 29, 2020

Inspiring women to inspire girls.
Celebrating Philanthropy at Inspiration Awards 2019

We celebrate and honor inspiring role models and corporate community leaders like our 2019 honorees Benefit Cosmetics’ Bold is Beautiful Project and She Is The Music.

During the event, guests have the opportunity to engage with sponsors like American Airlines, who created an onsite style lounge that included a travel dart game to win advantage miles. Sponsor Michael Stars designed an onsite shopping boutique experience with 20% of onsite proceeds to benefit Step Up.

Each year a teen honoree shares her story about how Step Up’s after-school and weekend mentorship programs propelled her to achieve her dreams. Pictured is 2019’s honoree Alondra, who dreams to have a career as a pediatric oncologist.

The Step Up Class of 2019 took the stage to receive a graduation cord and to celebrate the journey they will embark on as first-generation college students.
Raising Brand Awareness

Media Coverage:
Total Broadcast Viewership – 405,271
Total Print Circulation – 1,001,380
Total Unique Viewers Per Month (online) – 730,265,252

Social Coverage
Total Impressions – 5,573,300

Inspiration Awards was covered by media outlets including:
C Magazine
E! News
Entertainment Tonight
The Hollywood Reporter
KTLA 5 Morning News
Los Angeles Times
MSN Entertainment
People
Us Weekly
Variety

Step Up’s most engaging Instagram post:

Talent + Influencer Engagement

Sanaa Lathan
183k likes

Kaley Cuoco
98k likes

Malina Weissman
72k likes

Regina Hall
97k likes
Onsite Brand Activations that Engage

Style lounges connect our influential guests with Inspiration Awards sponsors.

**Coach.** The Inspiration Awards sponsor welcomed guests into its Coach monogramming bar for a chance to create their own custom hangtag.

**Kendra Scott.** A $100 donation to Step Up provided the opportunity to choose a Kendra Scott mystery box with a surprise jewelry item valued at $100-$300.

**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!

**Step Up.** The Garden of Dreams invited guests to share their journey with our teens and help grow the amazing garden wall of inspiration + empowerment!
Building Relationships

Inspiration Awards connects more than 800 influential Angelenos and brands.

Among the event’s past guest list:

- Coach, including Tapestry Inc. President, Chief Administrative Officer, Secretary and Interim General Counsel Todd Kahn
- Peter King, founder of Hudson Jeans
- E! Entertainment including President Adam Stotsky
- Tracy Brennan of Creative Artists Agency
- U.S. Bank
- American Airlines
- ABC Entertainment
- KPMG
- United Talent Agency
- 20th Century Fox Film

actress January Jones

digital influencer + TV host Louise Roe

ABC Entertainment President Channing Dungey

actress Tracee Ellis Ross

journalist + television producer, Lisa Ling
Inspiration Awards funds mentorship programs that propel girls to fulfill their potential by empowering them to become confident, college-bound and career-focused. As a result of our social and emotional learning curriculum, our teens are skilled in cultivating strong working relationships, being effective communicators, working independently as well as in teams, and are extremely resilient. They are your future employees!

Step Up has helped me learn to help other people, preparing me for my future. This fall, I will be attending UC Riverside, and in 20 years, I hope to be a clinical psychologist. Throughout my journey, I’ve learned that being strong doesn’t mean putting on a façade, but allowing yourself to be vulnerable. I came to the conclusion that I want to help others on their journey, struggling with their own mental health. I want people to realize that it’s okay not being okay, that they are not alone and there are millions of other people going through the same thing.

Teen Honoree Vivi
Step Up Class of 2018

Investing in the Next Generation

Investing in the Next Generation

Teen Honoree Vivi
Step Up Class of 2018

Teens with a mentor are 55% more likely to enroll in college.

100% of Step Up teens have access to multiple professional women role models.
Celebrating Step Up’s Graduates

Because of Step Up I’ve had the opportunity to learn how to speak confidently about myself. This is not just a celebration of myself but a celebration of my Step Up sisters who have been part of this journey for years.

Kimberly
Step Up Class of 2017

Colleges a number of Step Up graduates have attended:
- American University
- Barnard College
- Bowdoin College
- Cal Poly Pomona
- Claremont McKenna
- Loyola Marymount University
- Mills College
- Mount Holyoke College
- Pacific Lutheran University
- Santa Clara University
- Scripps College
- Tuskegee University
- UC Berkeley
- UC San Diego
- UC Santa Barbara
- UC Santa Cruz
- UCLA
- University of San Francisco
- Vassar College
- Yale
Here are some of the ways our sponsors contributed to our Inspiration Awards program.

Want to Make a Difference?

• 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 Alumna at your company table
• Invite employees to volunteer at Inspiration Awards (gift bag stuffing, check-in, etc.)
• Offer executives or clients a meet + greet opportunity with influential guests in the style lounge
• Blog about the event + Step Up partnership on the brand’s blog
• Invite members of the media + influential bloggers/celebrities to sit at the company table
• Bring a social media specialist to capture the brand’s participation at the event for its own social channels
2020 Event Sponsorship Levels
Raise brand awareness, build relationships, and give back by sponsoring Inspiration Awards.

Which sponsor level is best for your brand?

**PRESENTING SPONSOR**
- $50,000 donation
- Listing as presenting sponsor on all materials
  - Logo on red carpet

**PLATINUM HONOREE**
- $40,000 donation
- Platinum level sponsorship plus honoree slot for an executive from your company

**PLATINUM SPONSOR**
- $30,000 donation
- Acknowledgement during the program
  - Preferred seating

**GOLD SPONSOR**
- $20,000 donation
- Onsite brand style lounge

**SILVER SPONSOR**
- $15,000 donation
- Logo included on event materials

**BRONZE SPONSOR**
- $10,000 donation
- Table of 10 seats

contact jamie@suwn.org
Molly Luetkemeyer, chair
Jana Augsberger, VP, Eden Rock Media
Rachel Begun, MS, RDN, founder and CEO, Food and Nutrition Solutions, LLC
Tara Crimin, senior consultant, entertainment industry, Compumark | Clarative Analytics
Channing Dungey, VP, original content, Netflix
Jeanne Elfant Festa, partner & head of documentaries & director of features, White Horse Pictures
Phoenix Gonzalez, president of sales, co-founder, dotstudioPRO
Jessica Goodman, entertainment executive
Anne Hill, senior vice president and chief human resources officer, Avery Dennison
Jeffrey S. Horton Thomas, partner, Akerman LLP
Brittany A. Hveem, head of business affairs, Hulu

Dawn Kohler, founder and master level executive coach, Kohler & Company
Christine Mcguan, vice president business development asset based finance, US Bank
Margie Moreno, international executive, YouTube Originals
Paul Nelson, manager, Mosaic Media Group
Elizabeth O’Connor, associate principal, Daggerwing Group
Dr. Paula Rogers, head and neck surgeon, Kaiser Permanente
Camille Rustia, business affairs executive, Apple TV+
Amanda Silverman, entrepreneur & philanthropist
Karina Sterman, partner, Greenberg Glusker Fields Claman & Machtinger LLP
Deborah Thomas, SVP, NBC Entertainment Publicity
Alissa Vradenburg, partner and talent manager, Untitled Entertainment
Step Up National Board of Directors

Maria Walker, chief executive officer, Recuerdo Therapeutics, Inc, CHAIR

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Keli Lee, entertainment executive

Molly Luetkemeyer, principal, M. Design Interiors

Sara Link, head of Oath for Good, president, Oath Foundation

Marta Martinez, director, agency platforms, Google

Suzanne Norr, COO, AvatarLabs, Inc.

Marnie Kain, partner, Grey Group

Kaye Popofsky Kramer, founder, Step Up

Barri Rafferty, CEO and president, Ketchum

Sonya Rosenberg, partner, Neal, Gerber & Eisenberg LLP

Andrya Smith, assurance partner, PwC

Hilary Smith, EVP, NBCUniversal Corporate Communications and Social Responsibility
### Additional Step Up Partnership Opportunities

<table>
<thead>
<tr>
<th>GROUP MENTORSHIP</th>
<th>SPONSOR</th>
<th>SPONSOR</th>
<th>HOST</th>
</tr>
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<tbody>
<tr>
<td><strong>engage your employees in flexible volunteerism through a corporate membership package</strong>&lt;br&gt;a Step Up cohort of students, mentoring conference or college tour&lt;br&gt;a Step Up community-building event for our professional women members like our Women’s History Month panel, a Power Breakfast or an in-store Salon&lt;br&gt;a Step Up teen for a summer internship</td>
<td>contact <a href="mailto:jamie@suwn.org">jamie@suwn.org</a></td>
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