



DAY
NYC 2020

LIVE @ KINGS THEATRE

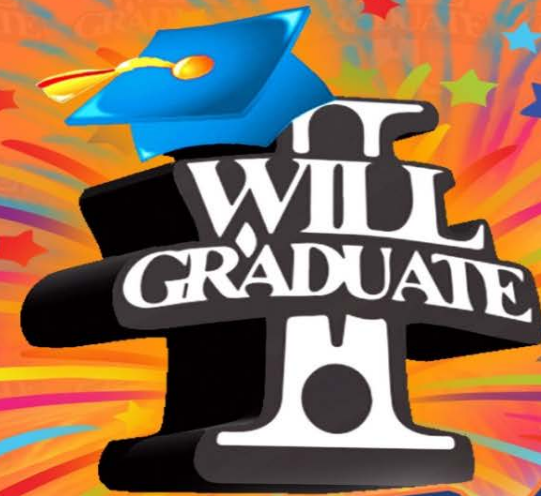
A Celebration of Education

JANUARY 9TH 2020

FROM 3:00PM -6:00PM DOORS OPEN @2PM

@KINGS THEATRE

1027 FLATBUSH AVE, BROOKLYN, NY 11226



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PURPOSE

I WILL GRADUATE DAY NYC is a celebration of education and a campaign to increase educational achievement in students. **I WILL GRADUATE DAY NYC** is declared via **OFFICIAL** proclamation from **Mayor Bill de Blasio** for the City of New York. Our goal is to provide powerful messages to students about the importance of educational excellence.

Our mission is equity and access for all children and to be educated to their fullest potential, function effectively in the community, and make contributions to the broader society.

Since its inception in 2006, we have positively impacted over 20 million school aged youth in New York City about the importance and coolness of being educated - ***"Smart is the New Cool."***



EVENT DETAILS

on **January 9th 2020** we will host a super-charged **I WILL GRADUATE DAY NYC** celebration @ **Kings Theatre** in Brooklyn NY 3pm to 6pm servicing **4000 NYC students**. We keep students engaged with speakers who share life lessons and experiences. Surprise performances by some of their favorite celebrity musical acts and entertainers illuminate the important theme of the day, so students leave re-energized, re-focused, and re-committed to their education. Past guest have included: **Daymond John** (Star of ABC's Shark Tank) **French Montana**(music artist) **Omar Epps**(actor) **Wyclef Jean**(music icon) **Willow Smith**(music artist) and much more.

Our goal is to provide powerful messages to students about the importance of educational excellence. Our mission is equity and access for all children to be educated to their fullest potential, function effectively in the community, and make contributions to the broader society.



SMART IS THE
NEW COOL



HOSTED BY POWER 105.1 BREAKFAST CLUB HOST:
CHARLAMAGNE THA GOD, ANGELA YEE & DJ ENVY



2020 GUEST SPEAKERS & — PERFORMERS



Richard Carranza
NYC School Chancellor



Kevin Durant
NBA Champion



Moj Mahdara
Ceo Beautycon Media



Rosanna Scotto
Fox 5 News Anchor



J Cole
Hip Hop artist



Daymond John
Entrepenuer/Star Of ABC Shark
Tank

Please note that the listed speakers & performers are subject to change



SPONSORSHIP OPPORTUNITIES



I WILL GRADUATE DAY 2020



We create memorable experiences that strengthen the relationships between brands and the people who matter most to them. When a partner builds a better customer experience by investing in events and campaigns that matter to the community, it creates a physical, emotional and a lasting- relationship between your brand and the costumers; all while identifying potential new customers.

SPONSORSHIP OPPORTUNITIES

ALL SPONSOR PACKAGES ARE CUSTOMIZABLE TO FIT YOUR NEEDS

\$50k

\$35K

\$25K

Presenting/Partner Sponsor

- Category exclusivity
- Presenting exhibition space @ Kings Theatre
- VIP lounge experience @ Kings Theatre
- Branding on all associated marketing collateral both on and offline
- Listed/included on all press releases and press opportunities
- Cover commemorative journal & branded item(s) for attendees wristbands, pens, pencils etc...
- Distribution of freebees, product samples
- Inserts (Flyers, Brochures) in attendee gift bags
- Speaker slot
- Corporate Spotlight show corporate

Premier Sponsor

- Category exclusivity
- Premier vendor space @ Kings Theatre
- Branding on all associated marketing collateral both on and offline
- Listed/included on all press releases and press opportunities
- Distribution of freebees, product samples
- Inserts (Flyers, Brochures) in attendee gift bags
- Commemorative Journal advertisement full page
- Corporate Spotlight product video
- Streaming inclusion
- Entrance signage
- Option to run experience at school partnering site location

Supporting Sponsor

- Category exclusivity
- Dedicated area @ Kings Theatre
- Logo presence and visibility
- Listed in all press releases as a supporting sponsor.
- Option to run promotion /contest
- Commemorative Journal advertisement ½ page.
- Opportunity to congratulate principals.
- Corporate Spotlight at event
- Opportunity to provide items in the event gift bag
- Customized branding experience
- VIP tickets to event

SPONSORSHIP OPPORTUNITIES

ALL SPONSOR PACKAGES ARE CUSTOMIZABLE TO FIT YOUR NEEDS

CUSTOMIZE

Customize a Sponsorship Package

We understand the differences of each business. We will customize a sponsorship package that fits your brands needs and objectives to help increase ROI.

\$10K

Contributing Sponsor

- Vendor area at Kings Theatre
- Commemorative Journal advertisement ¼ page
- Social media inclusion
- Listed in all press releases as a supporting sponsor
- Option to run promotion/contest
- Opportunities to provide items in the event gift bag
- VIP Tickets to event

\$5K

Brand Activation Sponsor

- On site vendor area at Kings Theatre
- Commemorative Journal advertisement ¼ page
- Social Media Inclusion
- Opportunities to provide items in the event gift bag
- VIP Tickets to event

OUR REACH



Servicing 800 NYC public schools
youth ages 11-18
Annually 450k Students

Students at after school film program



Servicing 27 NYC colleges
ages 18-25
Annually 300K Students

1200 strong young male initiative event



Servicing NYC educators,
teachers & principals
ages 25-55yrs
Annually 25K Educators

2019 Annual Principal Soiree event 400 in attendance



Servicing NYC Parents
ages 30-55
Annually 975K Parents

Parents Comedy Night community event 500 in attendance

ABOUT US

I WILL GRADUATE Youth Development Program/ Entertainers 4 Education Alliance

Headquartered in New York City, The I WILL GRADUATE program is dedicated to serving and empowering students, families and the community by communicating the importance of educational excellence. We accomplish our goals through youth development programs, arts-in-education, STEM programs, college and career guidance, mentoring, parent engagement, school and community workshops, exciting events and the use of multi-media platforms.

We enlist the talents, resources of the music, entertainment and sport industry along with prominent high profile individuals to stress the importance and coolness of being educated.

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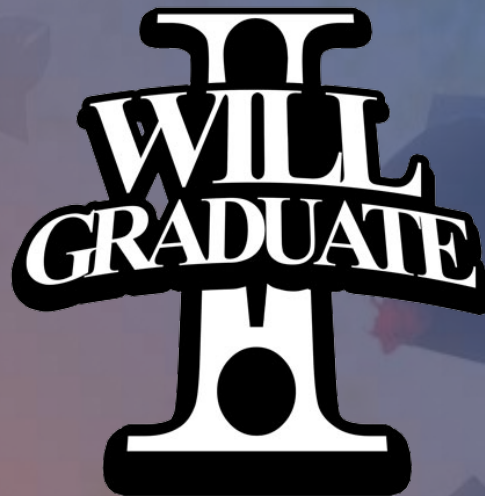
OUR PARTNERS

We partner with companies, programs and brands that are committed to supporting and empowering our communities.. We develop campaigns that work and have been proven for our partners because we take the time to understand what our partner's goals are, and we deliver with proof of performance.

Our direct service approach is very appealing to brands because they get an immediate and direct response from their audience. This way, they can not only actively engage their consumers, but they can also quickly measure the effectiveness of their message.

I WILL GRADUATE DAY 2020





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