STEP UP TOGETHER

THURSDAY, SEPTEMBER 10, 2020

A digital summit connecting womxn and girls during disconnected times.

BENEFITING
Step Up, the premier mentorship organization for teen girls

AND HONORING

DEBBIE ALLEN
artistic director & cofounder, Debbie Allen Dance Academy
executive producer, Grey’s Anatomy

CHRIS METZ
actress, This is Us

MARISSA SOLIS
Sr. Vice President, Core Brands, Media, Sports, and Partnerships, Frito Lay North America

VALERIA GONZALEZ
teen honoree, Step Up Class of 2020

www.suwn.org/stepuptogether
INSPIRING MENTORSHIP FOR THIS MOMENT

Step Up supports girls of color in underserved communities in developing the skills, relationships, and access needed to graduate high school confident, college bound, career-focused, and ready to join the next generation of womxn leaders.

INVEST
Now more than ever, mentorship matters. Step Up is uniquely positioned to equip teen girls with critical resources:
- skills to manage their emotional well-being
- mentorship programs that build resiliency

CELEBRATE
This year, we celebrate and honor all teen girls:
- those who expected to celebrate rites of passage like graduations, proms, summer internships + more!
- those embarking on their journey as first-generation college students
- those helping their families navigate this new world

ENGAGE
Throughout the day, guests have the opportunity to virtually engage with sponsors, celebrities, influencers and teens through:
- content (both live + on demand!), empowering sessions, and exclusive giveaways
- one-of-a-kind experiences

CONNECT
Step Up Together offers exclusive opportunities to:
- build your personal community through networking
- connect with Step Up supporters and global brands
INVESTING IN THE NEXT GENERATION

"Step Up is especially comprehensive in that it also recognizes and prioritizes the importance of mental health in its mission to support underrepresented communities. I’m not the only girl in Step Up to be dealing with traumas or depression, and in communities like mine, resources aren’t always there, and families aren’t always accepting. Being confident and college-bound is only part of the equation to success, and I’m just thankful Step Up knows it takes a healthy heart and mind to get there too."

VALERIA
Step Up Class of 2020

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 (including virtually!)

Students with different sources of support and information are more likely to stay in school and make better decisions

97% of Step Up girls identify as a member of a community of color

Over 98% of Step Up teens graduate from high school, versus 85% nationally
How will your brand Step Up Together?

Support mentorship for this moment, raise brand awareness, build relationships, and make an impact by sponsoring Step Up Together.

VISIONARY SPONSOR
$50,000 investment

Your Impact: Underwrite one year of dedicated Step Up programming for Black and Brown girls to access meaningful mentoring relationships which will enable them to use their voices and skills to address inequities, reject racism and build coalitions that strengthen their abilities to be future leaders in post-secondary pursuits and careers.

• One 30-second video to play for attendees
• Push notifications from the event app

PLATINUM SPONSOR
$25,000 investment

Your Impact: Support the Step Up Senior Class of 2020 with a gift of a Step Up annual membership, which will provide Black and Brown girls with access to a diverse network of mentors and provide them with visibility, opportunity and sponsorship as they navigate their first year of post-secondary pursuits.

• sponsor a program session
• live program integration
• exclusive talent gifting or styling
• premier visibility on event platform via placement of virtual lounge on event map and signage in virtual event lobby via a banner ad

GOLD SPONSOR
$15,000 investment

Your Impact: Provide Step Up teens with early access to professional networks, and equip them with confidence and the social and technical acumen to enter and excel in a diversity of careers and industries.

• virtual lounge offering an interactive area to demonstrate or promote brand awareness
• branded text messaging to attendees
• visibility on event platform through placement of virtual lounge on event map and signage in virtual event lobby via a banner ad

SILVER SPONSOR
$10,000 investment

Your Impact: Expand Step Up’s intentional virtual mentorship programs to help keep first-year high school students connected and supported as they navigate their transition into high school.

• signage in virtual event lobby via a banner ad
• logo inclusion on event materials

BRONZE SPONSOR
$5,000 investment

Your Impact: Fund a semester of Step Up’s essential social-emotional education and support programming for a cohort of teen girls.

• digital attendee gifting

COMMUNITY SPONSOR
$2,500 investment

Your Impact: Encourage teens to dream big at a Step Up mentoring conference, uniting womxn and girls to leverage their diverse experiences on behalf of the next generation of marginalized youth.

• all-access passes for employees

ALL SPONSORSHIP LEVELS INCLUDE ALL BENEFITS FROM THE PRECEDING LEVEL, PLUS THE DIFFERENTIATING BENEFITS NOTED.

ALL SPONSORSHIP LEVELS INCLUDE THE CHANCE FOR EMPLOYEES TO MENTOR STEP UP TEENS!
Maria Walker, Chair
Recuerdo Therapeutics, Inc

Tara Farnsworth, Treasurer
Bayshore Global Management

Suzanne Norr, Secretary
AvatarLabs, Inc.

Vanessa Salinas Beckstrom
PwC

Tamika Chambers
Northwest Evaluation Association

Bernadette Fitzpatrick
Benefit Cosmetics

Heather Foster
Lyft Inc.

Marnie Kain
Grey Group

Kaye Popofsky Kramer
founder, Step Up

Keli Lee
entertainment executive

Sara Link
Verizon

Molly Luetkemeyer
M. Design Interiors

Marta Martinez
Google

Barri Rafferty
Wells Fargo

Sonya Rosenberg
Neal, Gerber & Eisenberg LLP

Andrya Smith
PwC

Hilary Smith
NBCUniversal
RAISING BRAND AWARENESS

STEP UP’S REACH

WEBSITE
11,500 sessions/mo.

SOCIAL FOLLOWING
38,294

EMAIL
39,676

PAST STEP UP EVENTS HAVE GARNERED:

Broadcast Viewership 405,271
Print Circulation 1,001,380
Total UVPM 730,265,252
Social Impressions 5,573,300
Onsite Recognition 800 guests

STEP UP EVENTS HAVE BEEN COVERED BY:


TALENT + INFLUENCER ENGAGEMENT

Sanaa Lathan
183k likes

Kaley Cuoco
98k likes

Regina Hall
97k likes

Malina Weissman
72k likes

PAST SPEAKERS + ATTENDEES HAVE INCLUDED:

Jessica Alba
J. Walter Thompson
Chief Talent Officer
Laura Agostini
Creative Artists Agency’s
Tracy Brennan
Joanna Coles
Netflix’s VP of Original Content
Channing Dungey
Ketchum Chairman
Rob Flaherty
January Jones
Hudson Jeans Founder
Peter King
S&P Global
Chief Diversity Officer
Rob Flaherty
Janet King
Spotify Global Head
of Partner Solutions
Danielle Lee
Lisa Ling
Tapestry President
Todd Kahn
Louise Roe
Tracee Ellis Ross
E! Entertainment President
Adam Stotsky
Elaine Welteroth
The Female Quotient founder
Shelley Zalis
ARE YOU READY TO STEP UP TOGETHER?

Contact Jamie Kogan for partnership opportunities
jamie@suwn.org
310.497.3514

StepUp
Inspiring women to inspire girls.

www.suwn.org/stepuptogether