With support from companies like yours, Step Up will look to once again welcome 350 guests and raise vital funds for our charitable programs that propel girls from under-resourced communities to fulfill their potential.
Only at New York’s Power Hour is it possible to rub elbows with top business minds (mentorship for you!) while raising impactful funds for the next generation of leaders in Step Up programs (mentorship for her!).

We celebrate an inspiring mentorship champion like our 2018 Honoree Barri Rafferty, CEO and president, Ketchum.

Each year a teen honoree shares her story about how Step Up’s afterschool and mentorship programs propelled her to achieve her dreams. Pictured is 2018’s honoree Chanel who dreams to have a career in media.

Southwest surprised attendees with giveaways throughout the program including 3 round trip tickets, and gifted each attendee a $50 gift card at the end of the evening.

During the event guests have the opportunity to engage with sponsors onsite, such as the Godiva pop-up where guests were gifted a sweet treat of Godiva chocolates!
Onsite Brand Activations that Engage

Step Up brand activations offer customizable space for brands to reach our 350 influential guests.

Godiva. Godiva gifted guests a box of chocolates as a sweet treat for the evening.

Kendra Scott. A $75 donation to Step Up provided the opportunity for guests to choose a Kendra Scott mystery box with a surprise jewelry item valued at $75-$300.

Step Up. Guests were invited to visit the Step Up Inspiration Station to meet Step Up teens and write on the wings what gives them confidence to soar or who is a woman that inspires them to soar. Then they were encouraged to take a photo with the wings!

NARS. Beauty partner NARS Cosmetics featured their newest lipstick collection inviting guests to enjoy lip touch-ups. The brand also included a complimentary lipstick in guests’ gift bags.
Investing in the Next Generation

In Step Up I realized there are many different journeys that can lead to success. You just need to believe in yourself.

—Chanel, 2018 teen honoree

Who are Step Up teen girls?

- urban high school students between the ages of 13-18
- living or going to school in underserved neighborhoods
- aspirational and taking action to graduate high school confident, college-bound, career-focused, and ready to join the next generation of professional women
- schools in East Harlem, Bronx and Queens

Step Up Teen Programs Include:

- confidence-building activities
- college and career mentoring
- field trips to partner businesses
- paid summer internships

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

Students with different sources of support and information are more likely to stay in school and make better decisions.
Power Hour Exposure 2017–2018

Traditional Public Relations:
Reach: 28 million
Publicity Value: $169,311.03

Power Hour was covered by media outlets including:
- TODAY with Kathie Lee and Hoda
- Modern Luxury Manhattan
- The Resident Avenue

Step Up
Over 200 Likes

Ketchum PR
Nearly 200 likes

Garcelle Beauvais
Over 3,600 Likes

Step Up
Nearly 200 likes

Step Up
100 likes

Sheinelle Jones
Over 1,500 Likes
Building Relationships

Power Hour connects 350 New York influencers and brands in support of the next generation of leaders.

Among past guests:
• Tapestry CEO Victor Luis
• S&P Global Chief Diversity Officer Rose Lanard
• Teen Vogue’s Editor Elaine Welteroth
• Spotify Global Head of Partner Solutions Danielle Lee
• The Female Quotient founder Shelley Zalis
• J. Walter Thompson Chief Talent Officer Laura Agostini
• Oath Foundation President Sara Link
• Rob Flaherty, chairman, Ketchum

Additional companies represented:
• Finkelstein Foundation
• GE
• GroupM
• The Howard Hughes Corporation
• IPG Mediabrands
• Media Monks
• Omnicom
• OpenSlate
• SJ Group
• T.J.Maxx

Jenna Paulette, singer, songwriter and advocate
Garcelle Beauvais, actress and activist
Sheinelle Jones, co-anchor of NBC News’ “Weekend TODAY” and a mid-week correspondent for “TODAY”
Barri Rafferty, CEO, Ketchum
Engage your clients, partners, employees + other stakeholders in your support of mentorship.

Ketchum coordinated a day of career exploration for our 11th graders as part of our Pathways to Professions program.

Godiva gifted guests a box of chocolates as a sweet treat for the evening.

Southwest Airlines surprised attendees with giveaways throughout the program, and gifted each attendee a $50 gift card at the end of the evening.

Some of our favorite ideas...

- offering to match any donations made by employees during the event
- executives meeting + greeting guests in their onsite brand activation
- blogging about the event + your partnership with Step Up
- inviting members of the media to sit at your company table
- bringing a social media specialist to capture the brand’s participation at the event
- holding a contest for employees for deciding who gets to attend and sit at the company table
- Highlight your company investment on screen high above Chelsea.
Which partnership level is right for your company?

Raise brand awareness, entertain clients, invest in employees and give back by sponsoring Power Hour.

Differentiating benefits noted – listed in order of greatest opportunities for impact.

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESENTING</td>
<td>$40,000</td>
<td>Presenting Sponsor naming presence, 2 tables for 20 attendees, Red carpet logo, Integration into live program</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$25,000</td>
<td>20 event tickets, 2 tables, program integration, upgraded preferred seating</td>
</tr>
<tr>
<td>GOLD</td>
<td>$15,000</td>
<td>1 table for 10 attendees, 10 event tickets, onsite brand activation</td>
</tr>
<tr>
<td>SILVER</td>
<td>$10,000</td>
<td>10 event tickets, 1 table, logo on all marketing materials, preferred seating</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$5,000</td>
<td>5 event tickets, half table, attendee gifting</td>
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Step Up New York Board

Hilary Smith, EVP, NBCUniversal Corporate Communications and Social Responsibility CHAIR

Michelle Aragon, SVP of Business Solutions, Magna Global

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Katrina Craigwell, executive director, head of marketing for Finn, JPMorgan Chase

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