

Sneaker Soirée

**Raising Funds to Support
Tomorrows Black & Brown Leaders**

Saturday, November 2, 2024

8 pm – Midnight

SRGN Studios



THE *Hollywood* REPORTER

PSV Sneaker Soirée

Private School Village hosted its annual PSV Sneaker Soirée on Saturday to support its mission of supporting Black and brown families in private schools. The evening honored outstanding contributions in the private school community, including Traci Allen, who was named Teacher of the Year at The Wesley School, and the Black Family Alliance of Crossroads School for Arts & Sciences for their "Project X," which won Parent Program of the Year. Guests included Cookie Johnson, Michael Ealy, Tory Kittles, Channing Dungey, Tanika Ray, Danny Pino, Prentice Penny, Lizzy Mathis, Nichol Whiteman, Angel Laketa Moore, Crystal Lee Brown, Angela Lewis, James Farrior and Solo the Artist.



Tory Kittles and Michael Ealy with guests

Dear Friends,

I can hardly believe we are gearing up for another **PSV Sneaker Soiree**. What started five years ago on Netflix's rooftop has grown each year, thanks to your support and participation. Now, this community-favorite event hosts **500+ Black and Brown members of the private school community (with an email database of over 7,000)** for one night of memorable adult fun.

It may seem like the party of the year, and it is in many respects, but it's also a chance for Black and Brown parents in private schools to see one another, revel in the joy of feeling valued, and be reaffirmed by being connected and supported. As much as it's a good time raising money for a good cause, it's an important, mission-impacting gathering that significantly impacts the sense of belonging in our community! And we carry that with us back into our respective schools for the remainder of the school year!

Private School Village (PSV) is a parent-led 501(c)3 nonprofit organization that supports Black and Brown families once enrolled in private schools. Our mission is not just important, it's vital. It's not enough to gain admittance – success includes ensuring all students will thrive fully once there and that's where PSV comes in—we are a grassroots, collaborative community of support and empowerment like none other. Working across more than 60 partner private schools, our mission is research-backed and vital!

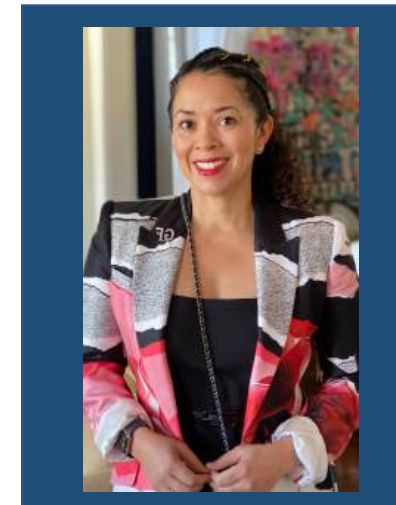
That's one reason this signature fundraising event – the only one of the year for Private School Village (PSV)- is crucial. It's the one time of year we gather to raise funds for our annual budget, which includes covering operations, elementary school scholarships for students from low-income households, and funds for crucial programming like PSV Grade-Level Social Pods and our Trustee Leadership Program. Everything PSV does costs money, and until recently, 100% of our work was volunteer-led and organized (and still is for the most part), which impacts a different cost. Please help us cover the range of costs we're navigating so that all children have a chance to thrive in school.

We invite you to seize this unique opportunity. By partnering with us as a sponsor for this beloved event, you can directly support Black and Brown families in private schools and make a meaningful difference.

Warmly,

Lisa Johnson

Lisa Johnson
Founder/Executive Director



ABOUT PSV

The Challenge – Social, systemic and institutional barriers in private school perpetuate an experience for Black and Brown students which can have life-long mental health implications.

The Solution – Private School Village (PSV), founded in 2018, cultivates and harnesses the power of community to positively transform the private school experience for Black and Brown families so that students fully thrive.

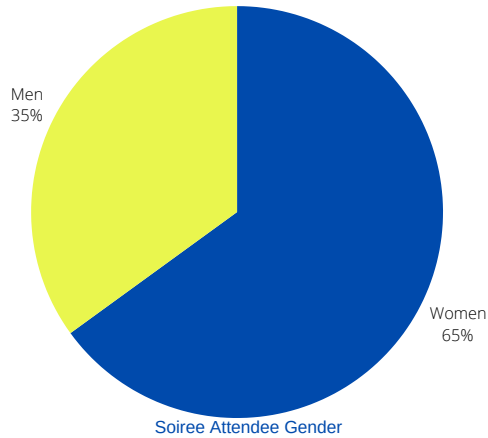
We **empower parent engagement** to instill student well-being, normalize inclusive and equitable communities, and encourage lasting systemic and institutional policy and process change. We do this by increasing **racial literacy, socialization, representation**, and supporting related **research**.

PSV is not a school, but rather a village of families currently in 70+ private schools; we are a grassroots 501(c)3 nonprofit organization.



ABOUT THE PSV SNEAKER SOIREE

(PSV Website Traffic Over last 365 days)

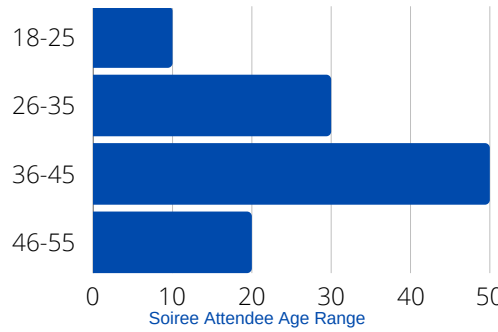
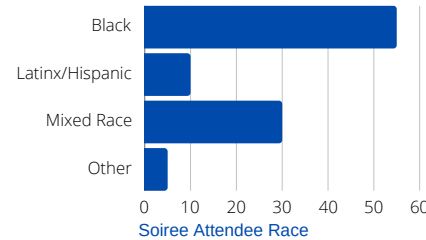


70+ Private Schools Represented

PSV Audiences
 1. Parents
 2. Students
 3. Schools

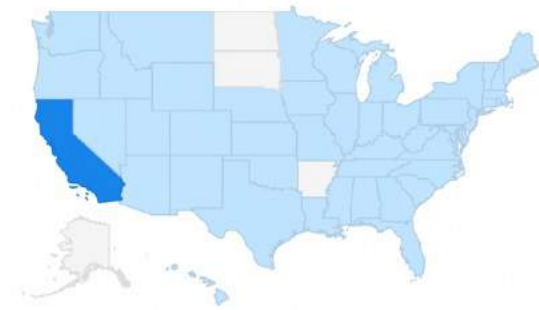
7000 Emails in Database
34,350 Site Sessions
16,875 Unique Visitors

Traffic per Last 365 Days



- 23% of PSV members earn \$400K or more annually; 30% earn more than \$200K annually
- 52% of adult PSV members hold graduate level degrees; 38% hold at least a bachelors
- 79% of PSV members participate in PSV because they want their children to see other children their age who experience the same unique private school culture each day.
- More than half of the PSV community receives some sort of financial aid.

PSV Demographic Survey, 2019 & PSV Poll: Preferences & School Climate, 2019



State	Traffic
CA	29,658
NY	410
MO	379
GA	322
TX	313
MD	219

City	Page views	Site sessions
Los Angeles	26,001	14,285
Pasadena	2,219	1,112
Inglewood	2,212	1,116
North Hollywood	2,208	1,068
Van Nuys	1,185	610
Sherman Oaks	1,111	564
Long Beach	847	387
Anaheim	737	430
Altadena	674	325
Woodland Hills	645	319
Encino	591	300
Santa Monica	583	297
St Louis	583	296
Culver City	555	269
Unknown	478	292
San Francisco	469	244
Glendale	461	225
Northridge	453	211
San Jose	439	232

PSV SCHOOL PARTNERS (2024-2025)



For a comprehensive list visit www.privateschoolvillage.org/schoolpartners



PSV's Impact

“PSV is an awesome and necessary opportunity for African American students in private school to meet, engage, learn and support each other. It is also a well needed opportunity for parents of these students to meet, support and learn about how best to navigate private school life with their children, faculty and staff. PSV supports people of color to learn about our cultures, embrace our differences, and to build a sense of community for our growing children who are in schools that are not diverse.”

“I knew we needed a community like this but I had no idea it would mean so much to us in such a short amount of time.”

“PSV is an opportunity for my son to feel free to be enveloped in his black identity. And his Caucasian parents love it...”

(Testimonials from February 2019 parent survey)

[HEAR MORE ABOUT PARENTS & PSV](#)

[\(Click Here\)](#)

PSV *Sneaker Soirée*

Join us for the
**5th Annual PSV
Sneaker Soirée**,
a 500+ person, trend-
setting ticketed event!
Help raise funds to support the
programs and services of
Private School Village & have
an opportunity for your brand to
intimately interface with an
amazing community.



Visit our
Gallery on the
PSV website to
view Images
& videos from
previous
Sneaker
Soirees



Covered in **The Hollywood Reporter**, last year's sponsors included the Lakers Foundation, CLASH TV, Strategenius, Kinecta Wealth Management, Hanna's House, Khaos Digital and Mindful Training Solutions.

Sponsors help fund the **Village Scholarship**, a first-of-its-kind partial scholarship for low-income Black and Brown students entering elementary private school (supporting PSV's pillar of increasing representation). Funds raised also support PSV's racial socialization and research programs.



Previous Sneaker Soirees have been held on the Netflix Rooftop, Universal Studios Backlot and at Second Home Hollywood.



SAVE THE DATE

PSV
Sneaker Soirée
Sneaker PSV

Sat, November 2, 2024

8:00 pm - Midnight
SRGN Studios

Attire: Patriotic Glam (Red, White, and Blue!)
Advance Tickets Required & Available in Late September

SOIRÉE

This year's Soiree theme will celebrate patriotism and the milestone moment we find ourselves living through with an important election around the corner two days after the PSV Sneaker Soiree.

We hope everyone will exercise their right to vote and that collectively we can reclaim a feeling of pride and hope in the country we helped build.

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP: \$50K (2 Available)

- Opportunity to address guests during event
- 15 event tickets which includes contributing to 5 need-based tickets, dinner stations, complimentary open bar, and complimentary valet parking for 5 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence; Acknowledgement throughout event.
- 2 full-page ads in digital event program (if purchased before print deadline of Oct. 18) & 15 raffle prize tickets
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated priority, branded lounge/seating area
- Opportunity to capture b-roll/record testimonials at event
- Complimentary VIP valet parking
- Listed as a Diamond Sponsor in the PSV Annual Review/Report



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP: \$25K (2 Available)

- 10 event tickets which includes contributing to 5 need-based tickets, dinner stations, complimentary open bar, and complimentary valet parking for 3 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence; Acknowledgement throughout event.
- 1 full-page ads in digital event program (if purchased before print deadline of Oct. 18) & 10 raffle prize tickets
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated priority, branded lounge/seating area
- Complimentary VIP valet parking
- Opportunity to capture b-roll/record testimonials at event
- Listed as a Platinum Sponsor in the PSV Annual Review/Report



SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP: \$15K (2 Available)

- 8 event tickets which includes contributing to 5 need-based tickets, dinner stations, complimentary open bar, and complimentary valet parking for 2 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence; Acknowledgement throughout event.
- 1 full-page ads in digital event program (if purchased before print deadline of Oct. 18) & 7 raffle prize tickets
- Opportunity to provide products/goods in the event gift bag (Minimum needed is 400 units)
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated seating area
- Complimentary VIP valet parking
- Opportunity to capture b-roll/record testimonials at event
- Listed as a Gold Sponsor in the PSV Annual Review/Report



SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP: \$7,500 (3 Available)

- 5 event tickets including VIP self-parking for 1 car. Also contributes to 2 need-based guest tickets.
- Logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence
- Opportunity to provide products/goods in the event gift bag
- One full-page ad in the event digital program (if purchased before print deadline of Oct. 18)
- Designated seating area
- 5 raffle prize tickets
- Listed as a Silver Sponsor in the PSV Annual Review/Report



BRONZE SPONSORSHIP: \$5,000 (4 Available)

- 4 event tickets including VIP self-parking for 1 car. Also contributes to 2 need-based guest tickets.
- Logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on event-related correspondence
- Opportunity to provide products/goods in the event gift bag
- One half-page ad in the event digital program (if purchased before print deadline of Oct. 18)
- 4 raffle prize tickets
- Listed as a Bronze Sponsor in the PSV Annual Review/Report

SPONSORSHIP OPPORTUNITIES

SCHOOL SPONSOR (ONLY): \$2,500

- 4 individual tickets and contributes to 2 need-based guest tickets.
- 4 raffle prize tickets
- Small logo on event step & repeat, on website and various communications
- Complimentary VIP valet parking for 1 car
- One full-page size ad in digital event program (if purchased before print deadline of Oct. 18)

SCHOOL PATRON SPONSORS (ONLY): \$1,250

- 2 individual tickets and contributes to 1 need-based guest ticket
- 4 raffle prize tickets
- Small logo on website and various communications
- Complimentary VIP valet parking for 1 car
- One 1/2 page size ad in digital event program (if purchased before print deadline of Oct. 18)



SPONSORSHIP OPPORTUNITIES

BEVERAGE SPONSORSHIP: \$20K

- Branded bar signage at each sponsored bar & opportunity to name signature drinks
- 7 event tickets which includes contributing to 5 need-based tickets, dinner stations, complimentary open bar, and complimentary valet parking for 3 cars.
- Prominent logo placement/acknowledgement signage, pre/post social media promotions & on all event-related correspondence; Acknowledgement throughout event that is separate from school-related sponsors.
- 2 full-page ads in digital event program (if purchased before print deadline of Oct. 18) & 10 raffle prize tickets
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Designated priority area to create brand activation
- Opportunity to capture b-roll/record testimonials at event
- Listed as a Beverage Sponsor in the PSV Annual Review/Report



SPONSORSHIP OPPORTUNITIES

MEDIA SPONSORSHIP: \$20K

- Branded signage on photo booth
- 7 event tickets which includes contributing to 5 need-based tickets, dinner stations, complimentary open bar, and complimentary valet parking for 3 cars.
- Prominent logo placement/acknowledgement signage, pre/post social media promotions & on all event-related correspondence; Acknowledgement throughout event that is separate from school-related sponsors.
- 2 full-page ads in digital event program (if purchased before print deadline of Oct. 18) & 10 raffle prize tickets
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Designated priority area to create brand activation
- Opportunity to capture b-roll/record testimonials at event
- Listed as a Media Sponsor in the PSV Annual Review/Report



ADDITIONAL OPPORTUNITIES

ONLINE & SPECIAL AUCTION ITEMS

Donated items are another way to support PSV (and receive a possible tax benefit for the donation). We are looking for a range of donated items but the items that raise the most funds are highly experiential, unique, or rare items -- these are the things most in demand. Examples include:

- VIP tickets/access to sporting events
- Concerts tickets/meet & greets
- Mentorship/consultations from accomplished professionals
- Vacation packages/tours,
- Spa treatments
- High-end and/or rare products/services (dinner at Chef's table, rare art, private lessons, etc.)
- Gift certificates
- Signed celebrity/rare memorabilia
- Celebrity meet and greets, celebrity social media "follows"



If you think you have an item to donate, please email us at

psvadmin@privateschoolvillage.org

All items need to be submitted to PSV by October 18, 2024.

ADDITIONAL OPPORTUNITIES

SWAG GIFT BAG PROMOTIONAL ITEMS

We are looking for a range of donated items for our event swag/gift bag and request a quantity of 400 items. Donating to our swag gift bag is another great way to support PSV and possibly receive a tax benefit for the donation. We are interested in a range of items including:

- School-related items (e.g. gift card to tutoring/special services, uniform discounts, technical equipment, etc)
- Self-care sample size items (e.g. personal care items, non-perishable items, etc.)
- Books, notepads, branded items, etc.
- Small items that will fit into a 10'x10' (roughly) bag

If you think you have an item to donate, please email us at

psvadmin@privateschoolvillage.org

All items need to be submitted to PSV by October 18, 2024.



WE WOULD LOVE TO PARTNER

If you are interested in supporting the PSV movement and building together by sponsoring the PSV Sneaker Soiree, contact us at

psvadmin@privateschoolvillage.org

