

# Sneaker Soirée

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

Saturday, November 2, 2024

8 pm – Midnight

SRGN Studios



## 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!

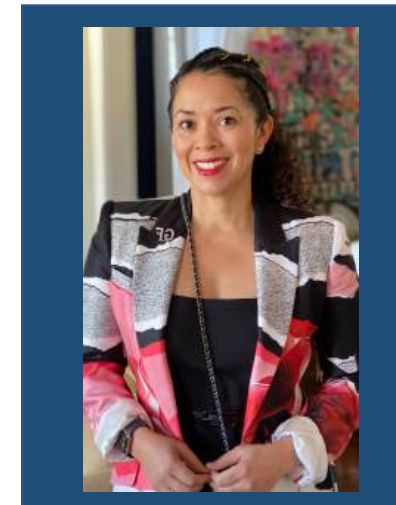
That's one reason this signature fundraising event – the only one of the year for Private School Village (PSV)- is crucial. It's the one time of year we gather to raise funds for our annual budget, which includes covering operations, elementary school scholarships for students from low-income households, 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.

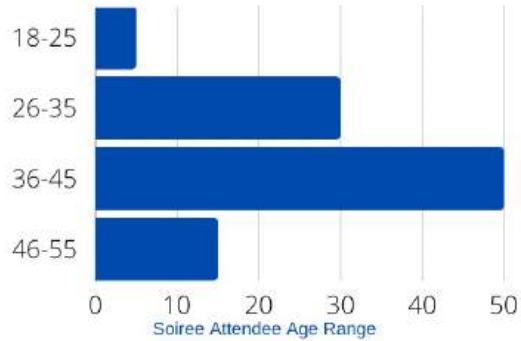
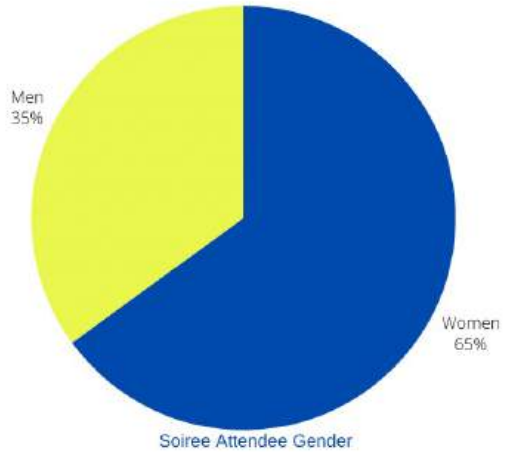
We **empower parent engagement** to instill student well-being, normalize inclusive and equitable communities, and encourage lasting systemic and institutional policy and process change. We do this by increasing **racial literacy, socialization, representation**, and supporting related **research**.

**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

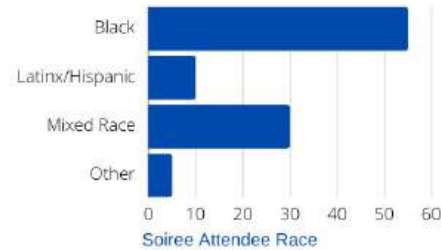


**88+** Private Schools Represented

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

(PSV Website Traffic Over last 365 days)



United States

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](http://www.privateschoolvillage.org/schoolpartners)





**Parents.**  
STARTING A FAMILY PREGNANCY BABIES RAISING KIDS FAMILY LIFE STAYING HEALTHY

YOUR VILLAGE > KINDRED

### Private School Village Is the Community Black Students at Exclusive White Schools Need

After seeing how isolated Black students were at the elite white schools they attended, one mom created a solution.

By **Sherril Maden McCoway** Published on August 20, 2020

The lack of diversity in private schools is not a new issue. For Black families, it can be an especially daunting task to give their children a quality education while also helping them navigate the lingering effects of being the only one in a classroom.

According to a 2019 Pediatrics magazine article, "Anxiety and depression can be as high as six times the national norm in many high-achieving schools, where children's mental health is affected by pressure to achieve. Couple that with the fact that many Black students are often the only one of a few in a private school classroom, and it's no wonder that social behaviors, thoughts, and mental health challenges among Black school public and private school teens is far outpacing trends among their peers."

**SOCIAL NETWORK**  
CLASS DIVISION / DEEP-GIT-LIKE DEBATE / BROTHERHOOD

### What's Next For Private Schools?

Photos over curricula, battles on social media — the culture wars you thought were done at private schools last year. But now it's time for kids to go back to class. Here's what to expect at drop-off.

BY **ANJOLE LOPRESTI**

WHAT'S NEXT FOR PRIVATE SCHOOLS?  
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The New York Times

### New York's Private Schools Tackle White Privilege. It Has Not Been Easy.

In this world — where tuition runs as high as \$58,000 — the topic has become flammable. Parents, faculty, students and alumni have all entered the fray.

Give this article

# 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**

[\(Click Here\)](#)

The logo features the text "PSV Sneaker Soirée" in a gold, ornate script font. A small circular emblem with "PSV" inside is positioned to the left of the word "Sneaker".

# 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.

The logo features the text "PSV Sneaker Soirée" in a white, ornate script font. Two circular emblems with "PSV" and "Sneaker Soirée" are positioned to the left of the word "Sneaker".

# PSV Sneaker Soirée

Join us to celebrate the 6th Anniversary of  
**Private School Village**  
and raise money for PSV programs including  
The Village Scholarship

SRGN Studios  
**November 2, 2024**  
8:00 pm - Midnight

**DJ Ma-Ski**

Adults Only. Open Bar. Food Trucks.  
Live Activations. Sneaker Contest.  
Attire: Patriotic Glam (Red, White, and Blue!)  
Advance Tickets Required & Available Now

[www.privateschoolvillage.org/sneakersoirée2024](http://www.privateschoolvillage.org/sneakersoirée2024)

# SOIRÉE



# Speaker Soiree

## Planning Committee

### Event Co-Chairs



Anita Martin



Kelli Hill

### Sponsor Co-Chair



Deepa Janha

### Auction Co-Chair



Dawn Limerick

### Host Committee Co-Chairs



Hilda Valdez



Diana Brown

# Speaker Soiree

## 2024 Host Committee

Adriana Sagi  
Alexandra Hinkle  
Anita Martin  
Codie Oliver  
Crystal Lee Brown  
Cynthia Garcia  
Danny & Lily Pino  
Dr. Marlo Richardson  
Dr. Victoria Moran  
Hilda Valdez\*\*  
Ibi Ossueta  
Jodie Patterson

Kawanna Brown  
Kearran Giovanni  
Marc & Diana Brown\*\*  
Michael A. Persuad  
Lizzy Mathis  
Natalie Clunis  
Rita Patikas-Hunter  
Tamiko Zetrenne  
Tiffany Clinton  
Tory Kittles  
Jason & Yvonne Lee

\*\* Host Committee Co-Chair



Covered in *The Hollywood Reporter*, last year's event at SecondHome Hollywood (and previously at Universal Studios Backlot and the Netflix rooftop) 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 Black and Brown students from low-income households 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.



# About This Year's Theme

As we approach November 5, 2024, when Americans will head to the polls to elect the next president—just three days after the PSV Sneaker Soiree—we stand at a historic moment. PSV encourages every community member to celebrate this milestone and exercise their right to vote!

More than 60 nations, from India to El Salvador, will also hold elections in 2024, accounting for over half of the world's population. Yet, the U.S. election is one in which we all can participate. The decisions made on that one day will shape national and global policies, relationships, and our collective future.

Now more than ever, it's crucial for Black and Brown voters to reclaim their stake in our country. While some may feel that patriotism is entangled with a broken, suppressive system, we must remember that our ancestors, through force or choice, helped build this nation. The America of tomorrow is a construct—what it becomes next is up to us.

This is our moment to act as a community who understands the value and importance of our voice. On November 2, we will come together to celebrate the meaningful work of our mission, and the power we hold in shaping the days ahead.

Our community is vital—and so is our vote.

This year's Soiree theme will celebrate patriotism and the milestone moment we find ourselves living through with an important election around the corner three 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 OUR country.

*Sneaker  
Soiree*



# Speaker Soiree



An amazing venue: SRGN Studios

# 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](mailto: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](mailto: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](mailto:psvadmin@privateschoolvillage.org)

