



2022 SPONSORSHIP PROPOSAL

PUBLIC INTEREST LAW CENTER
ANNUAL EVENT 2022

THURSDAY, OCTOBER 27, 2022
6 PM – 9 PM | VIE BY CESCAPHÉ



ACTION ACCESS PROGRESS

OUR MISSION

The Public Interest Law Center uses high-impact legal strategies to advance the civil, social, and economic rights of communities in the Philadelphia region facing discrimination, inequality, and poverty. We use litigation, community education, advocacy, and organizing to secure their access to fundamental resources and services.

OUR IMPACT

The Public Interest Law Center has built a reputation as an innovative non-profit law firm that develops successful strategies to attack the Most pressing civil, social and economic issues, particularly those deeply entrenched in historic systemic inequities affecting the most vulnerable of communities. Our work focuses on one or more of six fundamental needs that allow people to live safely, equitably and thrive in their communities. The areas we work in are education, employment, environmental justice, health, housing, and voting rights. We approach this work holistically because from the point of view of an individual these needs are intertwined, not neatly segmented.

Our long-term vision is for a region and state where all people, regardless of their zip code, background, abilities or color of their skin, can access the basic resources they need to lead healthy lives and determine the futures of their communities.

Partnerships are at the heart of our work to realize our mission. We partner with our clients to bring class action lawsuits, conduct policy advocacy, organize advocates and offer community education. We work with community groups, advocacy organizations, other public interest law firms, private law firms, and colleges and law schools to expand our capacity. With support like yours we are able to keep our services free for our clients.

IN 2021 ALONE:

- We challenged Pennsylvania's inequitable and inadequate school funding system in court. Our attorneys spent four months in Harrisburg laying out the inequities of the school funding system where students go without functioning school libraries, up-to-date textbooks and curriculum materials, reasonable class sizes, guidance counselors, nurses, career and technical education, college prep classes, academic tutoring programs, and more. The low-wealth districts that the court has heard from in this case are all different but all lack the funding to provide the resources students need, and deserve.
- We took on Prison Gerrymandering. For the last five years, we have advocated for an end to prison-based gerrymandering. Prison gerrymandering has warped representation in Harrisburg by giving an unfair population boost to districts where state prisons are located. Through our advocacy, the new state legislative maps will now count prisoners at their homes instead of their cells.
- We continue to advocate for safe and affordable housing. The lack of safe and affordable quality housing continues to plague Philadelphia. In 2021, a large Philadelphia landlord threatened tenants who were using housing vouchers with non-renewal of their leases solely because they rent with a voucher. A community-based organization that administers these vouchers reached out to us to help their clients. Most of these tenants are seniors and all of the tenants have significant physical disabilities and mobility issues. The building is one of the few accessible buildings, with large first-floor apartments and functional elevators. It was therefore crucial that the tenants be able to remain in their homes. We were able to reach a resolution in which the landlord agreed to extend a lease-renewal to the tenants and continue accepting the subsidy. The tenants were able to stay in their homes and avoid unsafe and harmful displacement.

But there is still work to be done. By supporting us through a sponsorship, you help us build the foundation for the future, to continue to take on cases and projects that help thousands of people stand up for their fundamental rights.



OUR HONOREES:



MICHAEL CHURCHILL | THADDEUS STEVENS AWARD

Michael Churchill joined the Law Center in 1976 and served as co-director of the Center until 2006. Mr. Churchill currently serves as Of Counsel. Active in civil rights matters since participating in the Mississippi Freedom Summer in 1964, he has represented community groups in the Philadelphia School Desegregation case, and state and federal litigation concerning Pennsylvania's school funding system. Other litigation in his career at the Law Center has involved civil rights, foster children, special education and environmental justice.

Before starting at the Law Center Mr. Churchill worked for the Department of Housing and Urban Development and practiced for 10 years at the law firm Ballard Spahr Andrews & Ingersoll. Mr. Churchill served as Acting General Counsel of the School District of Philadelphia in 1984. He was a clerk for Chief Judge J. Edward Lumbard in the Second Circuit Court of Appeals.

Mr. Churchill received his undergraduate degree from Harvard College and graduated from Harvard Law School *cum laude*.



O'MELVENY AND MYERS | PRO-BONO AWARDEE

O'Melveny & Myers LLP is an international law firm founded in Los Angeles, California in 1885. The firm employs approximately 740 lawyers and has offices in California, Washington, D.C., New York City, Beijing, Brussels, Hong Kong, London, Seoul, Shanghai, Singapore, and Tokyo. O'Melveny's award-winning pro bono program regularly takes on pressing issues, including immigration, housing, women's rights, foster care, education, veterans affairs, racial justice, criminal justice reform, and voting rights. O'Melveny is the Law Center's pro bono partner on the school funding litigation.



THE SIX SUPERINTENDENTS FROM THE SCHOOL FUNDING TRIAL | CLIENT AWARDEES

Brian Costello	Wilkes-Barre Area School District
Brian Waite	Shenandoah Valley School District
Eric Becoats	William Penn School District
Damaris Rau	School District of Lancaster
Amy Arcurio	Greater Johnstown School District
David McAndrew	Panther Valley School District

OUR EVENT

Hosted by 6ABC's Tamala Edwards this late October event draws over 300 of our most active supporters and allies, including Philadelphia business leaders and elected officials.

Our 2022 event will take place October 27 at VIE by Cescaphe and includes drinks, food and entertainment.

OUR SPONSORS

Your sponsorship will be marketed to more than 10,000 people, with both digital and print opportunities available based on the attached sponsorship benefits.

The deadline to make your commitment to support our work is October 5, 2022.

SPONSORSHIP OPPORTUNITIES

VISIONARY SPONSOR: \$30,000 | Only 2 Available!

- Fifteen (15) tickets to event
- Full-page ad on back cover of program book (distributed to 300+)
- Presenting sponsor recognition and logo featured on printed invitation if pledge and logo are received by August 1
- Presenting sponsor recognition on event web page with hyperlink to your site
- Presenting sponsor recognition and logo in pre-event e-mail blasts (sent to 10,000+ subscribers)
- Two dedicated social media posts on Facebook (Likes: 3900+) and Twitter (Followers: 4000+)
- *Visionary* sponsor recognition on signage at the event
- Logo featured on silent auction web page
- Reserved table at event

CHAMPION SPONSOR: \$20,000+ | ONLY 4 AVAILABLE!

- Ten (10) tickets to event
- Full-page ad on inside front cover of program book (distributed to 300+)
- Logo featured on silent auction web page
- Logo on event web page with hyperlink to your site
- Logo featured on printed invitation if pledge and logo are received by August 1 (Invitation mailed to 3200+)
- Logo on event web page with hyperlink to your site
- Logo in pre-event e-mail blasts (sent to 10,000+ subscribers)
- Dedicated social media post on Facebook (Likes: 3900+) and Twitter (Followers: 4000+)
- *Champion* sponsor recognition on signage at the event
- Logo featured on silent auction web page

DEFENDER SPONSOR: \$10,000+

- Eight (8) tickets to event
- Full-page ad in program book (distributed to 300+)
- Logo featured on printed invitation if pledge and logo are received by August 1
- Recognition on website event page with hyperlink to your site
- Logo in pre-event e-mail blasts (sent to 10,000+ subscribers)
- Recognition on signage at the event
- Logo featured on silent auction web page

ADVOCATE SPONSOR: \$5,000+

- Six (6) tickets to event
- Half-page ad in program book (distributed to 300+)
- Recognition on website event page with hyperlink to your site
- Recognition in pre-event e-mail blasts (sent to 10,000+ subscribers)
- Recognition on signage at the event

ALLY SPONSOR: \$2,500+

- Four (4) tickets to event
- Quarter-page ad in program book (distributed to 300+)
- Recognition on website event page with hyperlink to your site
- Recognition in pre-event e-mail blasts (sent to 9700+ subscribers)
- Recognition on signage at the event

Show your support through the purchase of Event Tickets
INDIVIDUAL TICKETS: \$150
TEACHER/STUDENT/NON-PROFIT COLLEAGUE TICKETS: \$75

PROGRAM BOOK ADS

If you would like your sponsorship or program book ad included in printed materials and signage, the deadline to make your commitment is
October 5, 2022.

Submit full-color ads by emailing a "print ready" ad to:
sdavis@pubintl.org.

Electronic image requirements: jpg or pdf format, at least 300 dpi.

SPONSOR INFORMATION

Sponsor listed as: _____

Contact Name: _____

Contact Address: _____

City State ZIP

Telephone E-mail

I agree to be a sponsor of the 2022 Public Interest Law Center Annual
Celebration at the following level:

Signature _____ Date _____

PROGRAM BOOK ADS (for non-sponsors)

_____ will purchase an advertisement of the following
size in the event's program book:

- ☐ Full-Page (5.5" wide x 8.5" tall) - \$1000
- ☐ Half-Page (5.5" wide x 4.25" tall) - \$500
- ☐ Quarter-Page (2.75" wide x 4.25" tall) - \$250

PAYMENT INFORMATION

Payment in full is requested with this form. Sponsorships or program book ads not paid when form is submitted will be invoiced.

- ☐ Check enclosed, payable to Public Interest Law Center
- ☐ Will pay online at <http://one.bidpal.net/pilc2022>
- ☐ Pay via a Donor Advised Fund
- ☐ Credit Card: *Circle one: Mastercard, Visa, American Express, or Discover*

Credit Card Number: _____

Exp. Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

Please return completed form to Stephanie Davis by mail

Public Interest Law Center

1500 John F. Kennedy Blvd., Suite 802

Philadelphia, PA 19102

or email: sdavis@pubintl.org

Logos and program book ads
should be emailed to: sdavis@pubintl.org by October 5, 2022

Attendee names are due October 17, 2022

If your business or firm is looking for something different in sponsorship opportunities, please feel free to reach out to us.

The Public Interest Law Center is a registered charitable organization and is recognized by the Internal Revenue Service as a 501(c)(3) organization. The official registration and financial information of the Public Interest Law Center may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.

Registration does not imply endorsement.

The fair market value of each ticket used is \$75