



## 2018 Sponsorship Opportunities

### PUMP Background

Founded in 1996, the Pittsburgh Urban Magnet Project (PUMP) is a membership organization with a mission to make Pittsburgh the most dynamic and diverse place by engaging, educating, and mobilizing all young people to effect change in our community. Our vision is to see a Pittsburgh where young people have an active role in advocating and caring for our City, making Pittsburgh the first choice for everyone to live, work, and play. Each year, PUMP serves nearly 30,000 young people through our programming. More information can be found at [www.pump.org](http://www.pump.org).

### Signature PUMP Events

#### Kickball for a Cause (August 10, 2018)

PUMP will host our Kickball for a Cause event which brings together over 650+ attendees for a full day of food, music, and kickball games at Mellon Park. The event raises funds for nonprofits in Pittsburgh aligned with PUMP's four strategic priorities. Past charitable partners include Girls Hope, YWCA, The Education Partnership, Bike Pittsburgh, Mario Lemieux Foundation, Orange Arrow, Friends of the Riverfront, Strong Women Strong Girls, 412 Food Rescue, Big Brothers Big Sisters of Greater Pittsburgh, and Allegheny Cleanways. PUMP is seeking presenting, primary, and supporting sponsorships.

#### Steel City World Cup and Global Festival (September 2018)

PUMP will host the 3<sup>rd</sup> Annual Steel City World Cup soccer tournament to celebrate Pittsburgh's international community and continuing evolution into a global city. The multiple weekend event features 32 teams from around the world, 4 full days of soccer, food, music, and celebration. Key partners include Pittsburgh Soccer in the Community, Vibrant Pittsburgh, Welcoming Pittsburgh, and the Pittsburgh Riverhounds. PUMP is seeking presenting, primary, and supporting sponsorships.

#### Social Events @ PUMP's Hometown Hotspots (2018, 5 events)

PUMP will be hosting Social Events / Happy Hours up to 5 times this year at a different PUMP Hometown Hot Spot in the urban core each time. Each happy hour draws approximately 50-100 attendees. PUMP is seeking a primary sponsor for the series.

#### Policymaker Forum Series (2018, multiple events)

PUMP is hosting up to two events that will provide young people / professionals with the opportunity to hear from and connect with some of Pittsburgh's most notable policymakers and civic leaders. Our goals are to create dialogue between our constituents and decision makers and to inspire and engage our constituents in building a better Pittsburgh. Presenting and supporting sponsorships are available.

### PUMP Special Initiatives

### State of Young Pittsburgh Report (2019)

PUMP will be producing a bi-annual Young People / Professionals in Pittsburgh report likely in partnership with the university system. The report will provide data and research regarding the trends, demographics, and opinions of young people / professionals who call Pittsburgh home. PUMP is seeking a lead sponsor for this report.

## **Pittsburgh Sports League (PSL)**

### PSL Champion Sponsors (2018, year round)

PUMP is seeking a limited number (6) of Champion Level Sponsors for the PSL. All PSL sponsorships are structured to provide maximum visibility and marketing benefits to all sponsors seeking to reach PUMP / PSL's highly desirable demographic. This is a year-round sponsorship that combines visibility benefits with activation strategies.

### PSL Tournaments and Outings (2018, 3 events)

PSL will host 3 single day sport tournaments in 2018 that would span the year, offering multiple opportunities across different sports. Current planned tournaments include sand volleyball (June), golf (September), and basketball (December). PUMP is seeking a presenting sponsor for the tournament series and primary and supporting sponsors for individual tournaments.

### PSL End of Year Party (November 2018)

PUMP and PSL will be hosting our annual Year End Party that draws 400+ attendees for a night of fun, food, entertainment, and social networking. This is our last big hoorah before closing the book on the year. PUMP is seeking supporting sponsors for the event.

### PSL Ski Trip (January 2019)

PSL held its third Ski Trip to Seven Springs Mountain Resort in January 2018. PUMP is seeking a presenting sponsor for the ski trip in 2019.