2019 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.

Signature PUMP Events

Steel City World Cup and Global Festival (June 22, 23 and 29, 2019)
PUMP will host the 3rd Annual Steel City World Cup soccer tournament to celebrate Pittsburgh's vibrant and growing international community. The multiple weekend event features 32 teams from around the world and 3 full days of soccer, food, music, and celebration. The final two teams will play in the evening under the lights following the Riverhounds June 29th home game. Key partners include the Pittsburgh Riverhounds, Cameroon FDP, and Welcoming Pittsburgh. PUMP is seeking presenting, primary, and supporting sponsorships.

Kickball for a Cause (August 10, 2019)
PUMP will host our annual 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, Allegheny Cleanways, HEARTH, and Women and Girls Foundation. Causes are selected by nomination and community vote. PUMP is seeking presenting, primary, and supporting sponsorships.

Pittsburgh Sports League (PSL)

PSL Champion Sponsors (2019, 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 T-Shirt Sponsors
PSL t-shirts are home to millions of impressions each year and a great way to get your logo and visual brand in front of many people. PSL t-shirts are essentially walking billboards that are worn at all games, all season, and all year by tens of thousands of participants. PUMP is seeking a limited number (6) of T-Shirt sponsors.

PSL Tournaments and Outings (2019, 3 events)
PSL will host 3 single day sport tournaments in 2019 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 2019)
PUMP and PSL will 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 2020)
PSL will hold its fourth Ski Trip to Seven Springs Mountain Resort in January 2020. PUMP is seeking a presenting sponsor for the ski trip in 2020.

Have an idea or a unique sponsorship / visibility need?

No two PUMP sponsorships look alike and all are highly customized based on sponsor needs and desired deliverables including email messaging to our list, event based activation, brand visibility, and more. Contact Brian at brian@pump.org to discuss any ideas or needs that you may have for consideration. We will work with you to find the best fit and set of strategies for your sponsorship and marketing goals.