



# Empowering Philly Students Through Creative Expression Celebrating Philadelphia's 250<sup>th</sup> Anniversary

## WHAT IS I AM PHL?

A citywide contest + civic platform where Philadelphia students:



Share their voice through art, music, and spoken word



Connect to college and career pathways in creative arts



Celebrate Philadelphia's 250th anniversary



Learn financial literacy



Jaelyn Walker and Jalen McIntosh Broaddus performing for the first time at the Wawa Welcome America Block Party at the Avenue of the Arts. Both are 2025 I AM PHL winners in the My Voice and My Music categories. [CLICK HERE FOR SHOWCASE RECAP](#)

# 200+

students connected annually

## WHY THE 250TH?

Philadelphia's 250th anniversary is a once-in-a-generation moment. I AM PHL connects 200+ students to opportunity while celebrating our city's past, present, and future.

## WHY I AM PHL MATTERS?

NATIONALLY, FEWER THAN ONE IN THREE YOUNG PEOPLE REPORT HAVING MEANINGFUL OPPORTUNITIES TO CONTRIBUTE TO CIVIC OR CULTURAL NARRATIVES.

\*ACCORDING TO THE NATIONAL ENDOWMENT FOR THE ARTS



Philadelphia's 250th anniversary presents a rare opportunity to change this pattern.

I AM PHL creates a public platform where students are not just present—but heard—using art, music, and spoken word to actively contribute to the city's cultural narrative.

Instead of spectators, students become storytellers.

## PARTNERSHIP LEVELS :



See page 2 (flipside) for complete benefits by tier. 🕒 Partner by April 2026

## I AM PHL Alumni Spotlight:



### Meet Cheo

Learn more about his I AM PHL experience and how he has capitalized on the opportunities given to him through the contest.

[Click here for his spotlight](#)



### Meet Cass

She hosted and emceed the 2025 Kidchella event presented by Welcome America as her first paid speaking engagement.

[Click here for her spotlight](#)

**READY TO PARTNER?  
LET'S SCHEDULE A 15-MINUTE CALL.**

**CONTACT: Emmanuel Sofolawe, Senior Digital Content and Project Manager  
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# 2026 I AM PHL SPONSORSHIP: LEVELS & BENEFITS

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## Investment Opportunities Across the I AM PHL Experience

All sponsorship tiers support the I AM PHL Contest and Student Summit.

BENEFITS	KEYSTONE \$50,000	FRANKLIN \$25,000	LIBERTY \$15,000	INDY \$10,000	SIGNATURE \$5,000	KEY&KITE \$2,500
<b>PRE-SUMMIT VISIBILITY</b>						
Digital Campaign Visibility (Web + Social)	✓	✓	✓	✓	✓	✓
Logo Placement on Promotional Materials (flyers, posters and t-shirt)	✓	✓	✓	✓	✓	
Pre-Summit Promotional Features (newsletters and press releases)	✓	✓				
Student-Facing Opportunity Promotion (internships, scholarships, programs)	✓ PRIORITY	✓ INCLUDED	✓			
<b>DURING SUMMIT VISIBILITY</b>						
On-Site Brand Recognition & Signage	✓	✓	✓	✓		
Speaking or Panel Opportunities	✓	✓				
Tabling Presence	✓	✓	✓	✓	✓	✓
Branded Workshop or Sponsored Activation	✓ EXCLUSIVE	✓ INCLUDED				
<b>POST-SUMMIT VISIBILITY</b>						
Post-Event Digital Features & Recap Content	✓	✓	✓	✓	✓	✓
Access to Impact Reports & Engagement Metrics	✓	✓	✓			
Custom Content or Alumni Spotlights	✓	✓				
<b>FLEX/VALUE-ADD</b>						
Priority Access & Customization Opportunities	✓	✓				

### IN-KIND & PLANNING PARTNERS

For organizations supporting I AM PHL through services, space, or resources.

#### Current partners:

Welcome America • Jefferson University

### Examples of in-kind support include:

- Venue
- Food & catering
- Production or technical services
- Student resources or materials

### Recognition includes:

- Event recognition (on-site + digital)
- Logo inclusion where applicable
- Summit tabling opportunities
- Joint marketing opportunities

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