

POP
GALA

DREAMS FULFILLED

NOVEMBER 4, 2024

ZIEGFELD BALLROOM, NYC

About *Pencils of Promise*

Pencils of Promise (“PoP”) is a for-purpose organization founded in 2008 with the goal of creating safe, healthy, engaging learning environments and increasing access to quality education for children in the most under resourced areas in the world. To date, PoP has impacted over 288,000 students, built over 600 schools supported 3,500 teachers to impacted nearly 900,000 community members in countries across the globe.

We are reshaping the landscape of global education.





**PoP Founder, Adam Braun, PoP CEO, Kailee Scales
and PoP Board Member, Gary Vaynerchuk**

About the *PoP Gala*

Established in 2012, the PoP Gala is an annual event attended by distinguished guests, philanthropists, and celebrities. Funds from the PoP Gala help support PoP's transformative work for generations to come.

Previous *Brand Partners*



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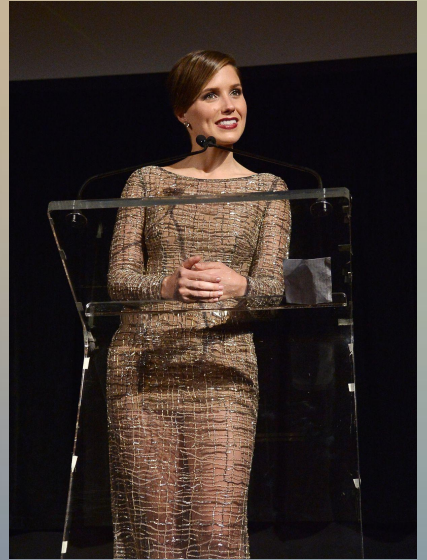
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Watch
a recap of our
2023 PoP Gala



POP GALA

DREAMS FULFILLED

NOVEMBER 4, 2024

ZIEGFELD BALLROOM, NYC



BLACK TIE



6:00 PM VIP RECEPTION



7:00 - 11:00 PM COCKTAILS,
DINNER, AUCTION

PoP Gala 2024: *Your Chance to FULFILL DREAMS*



Dream Sponsor **\$100,000**

Builds two (2) classrooms and one wash facility for students in Ghana, Guatemala, and/or Laos



Hope Sponsor **\$75,000**

Builds two (2) classrooms for students in Ghana, Guatemala and/or Laos



Wish Sponsor **\$50,000**

Provides e-readers, books, learning resources, and AI technology for approximately 500 students and 12 teachers a year



Imagination Sponsor **\$25,000**


Provides clean water for drinking and hygiene to approximately 800 students per year

Additional Benefits

	DREAM	HOPE	WISH	IMAGINATION	LOVE
Exclusive Benefits for Presenting Sponsor					
Presented by naming rights for the PoP's 2024 Annual Gala					
Exclusive invitation for CEO (or other Chief Executive) to represent the company on PoP's gala committee					
Committee member name, headshot, and title to be included in all appropriate event marketing materials					
Marketing Benefits:					
Company logo/name in all appropriate marketing materials					
Company logo/name and hyperlink placement on the 2024 Annual Gala website					
Company logo/name and hyperlink placement on the PoP Partners Page					
Company logo/name included in all 2024 Annual Gala advertisements					
Company logo/name in all print and digital advertising, where appropriate					
Company name in all earned media coverage, where appropriate					
Company logo/name on all PoP and 2024 Annual Gala social media – Facebook, Instagram, LinkedIn					
Company logo on step and repeat publicity backdrop					
Usage of PoP logo for company marketing assets for up to one year (must be approved by PoP)					
Joint press release for PoP 2024 Annual Gala, including company quotes, boilerplate, and approval					
Company mention in all PoP 2024 Annual Gala press releases					
Event Day Recognition					
Co-branding of event design with the 2024 Annual Gala planning team					
Joint branding with PoP on 2024 Annual Gala program cover					
Opportunity to include a letter from company CEO in gala material					
Opportunity for company representative to provide a 2-minute opening remark at event					

PoP's Reach

Channel	Subscribers
Email	109,000
Facebook	205,000
Instagram	196,000
X	192,000
LinkedIn	12,000




Join us for PoP's Gala on October 10, 2023 at the Ziegfeld Ballroom in NYC!

We invite you to **PoP's black-tie Gala** coming up on **October 10th!** You do not want to miss this year's event as we celebrate our 15th Anniversary!

This year's Gala promises to be an evening of celebration, where we'll welcome esteemed guests, honor outstanding members of our PoP family, and raise essential funds to support our mission. We hope you'll join us for what will be a truly special evening.

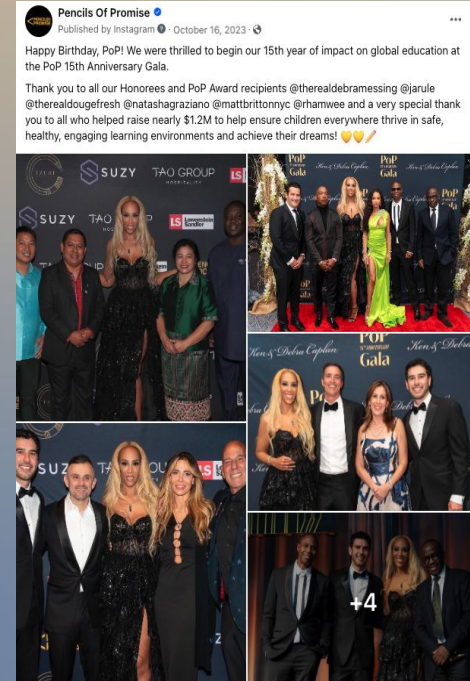
PURCHASE YOUR TICKETS TODAY



PoP
15TH ANNIVERSARY
Gala

Black Tie
October 10, 2023
6:00 PM VIP Reception
7:00 - 11:00 PM Cocktails, Dinner, and Auction
Ziegfeld Ballroom, NYC

We hope to see you at PoP's Gala this year!
Questions? Contact us at gala@pencilsofpromise.org





< PENCILS OF PROMISE

POP Gala

2023 Media Recap

VARIETY

October 18, 2023, 11:39am

Debra Messing

Debra Messing delivered a powerful address reflecting on the Israel-Hamas war at The 15th Anniversary Pencils of Promise (PoP) Gala at The Ziegfeld Ballroom on Oct. 10 in New York City.

Getty Images for Pencils of Prom



Variety (magazine)

Page Authority [?]	43
Domain Authority [?]	93
Monthly Visits [?]	37.01M

[View coverage online](#)

THE Hollywood REPORTER

Events of the Week: 'Taylor Swift: The Eras Tour,' Beyond Fest and More

Inside this week's biggest Hollywood premieres, parties and openings.

BY KIRSTEN CHUBA  OCTOBER 13, 2023 1:31PM

Pencils of Promise Gala

Pencils of Promise celebrated its 15th anniversary in New York City on Tuesday at its annual gala, raising a total of \$1.2 million towards empowering communities through education. Debra Messing received the PoP Activist Award while Ja Rule and Doug E. Fresh were also among the night's honorees.



Debra Messing CASSIDY SPARROW/GETTY IMAGES

The Hollywood Reporter

[View coverage online](#)

Page Authority [?]	50
Domain Authority [?]	93
Monthly Visits [?]	18.32M

ET

Debra Messing

The *Will and Grace* star speaks at the 15th Anniversary Pencils of Promise Gala at The Ziegfeld Ballroom on Oct. 10 in New York City. The gala raises \$1.2 Million for a brighter future.



Mary Bonnet

The *Selling Sunset* TV personality attends The 15th Anniversary Pencils of Promise Gala at The Ziegfeld Ballroom on Oct. 10 in New York City.

etonline.com

[View coverage online](#)

Page Authority [?]	39
Domain Authority [?]	85
Monthly Visits [?]	9.51M



NYC · OCTOBER 13, 2023 9:20 PM

Ja Rule, Doug E. Fresh and Debra Messing honored at the Pencils of Promise gala in NYC

\$1.2 million was raised for global education efforts.

[nbcnewyork.com](https://www.nbcnewyork.com)

[View coverage online](#)

Page Authority [?]	38
Domain Authority [?]	88
Monthly Visits [?]	2.74M

T47 NUEVA YORK

**Ja Rule, Doug E. Fresh and
Debra Messing honored at
the Pencils of Promise gala
in NYC**

\$1.2 million was raised for global education efforts.



telemundo47.com

[View coverage online](#)

Page Authority [?]	30
Domain Authority [?]	68
Monthly Visits [?]	642.90K

EBONY

By Gitory Bartell | October 17, 2023



Over the weekend, Pencils of Promise (PoP) celebrated its anniversary at the iconic Ziegfeld Ballroom in New York City. The gala, hosted by PoP's CEO Kailee Scales, marks 15 years of empowering communities through education and raised a total of \$1.2 million.

Among the honorees were Hip Hop icons [Ja Rule](#) and [Doug E. Fresh](#) for their role as disruptors and advocates of social change. Ja Rule was honored with the PoP Audacious Award for his work with his L.I.F.E. Foundation, short for Love Ignites Freedom and Education, to support vulnerable youth through art, music, poetry, and sports programming. Doug E. Fresh and Dr. Olajide Williams were acknowledged for their unprecedented work in health literacy through Hip Hop Public Health and received the PoP Transformation Award.

Ebony (magazine)

[View coverage online](#)

Page Authority [?]	39
Domain Authority [?]	82
Monthly Visits [?]	377.86K

