

SPONSORSHIP PACKET



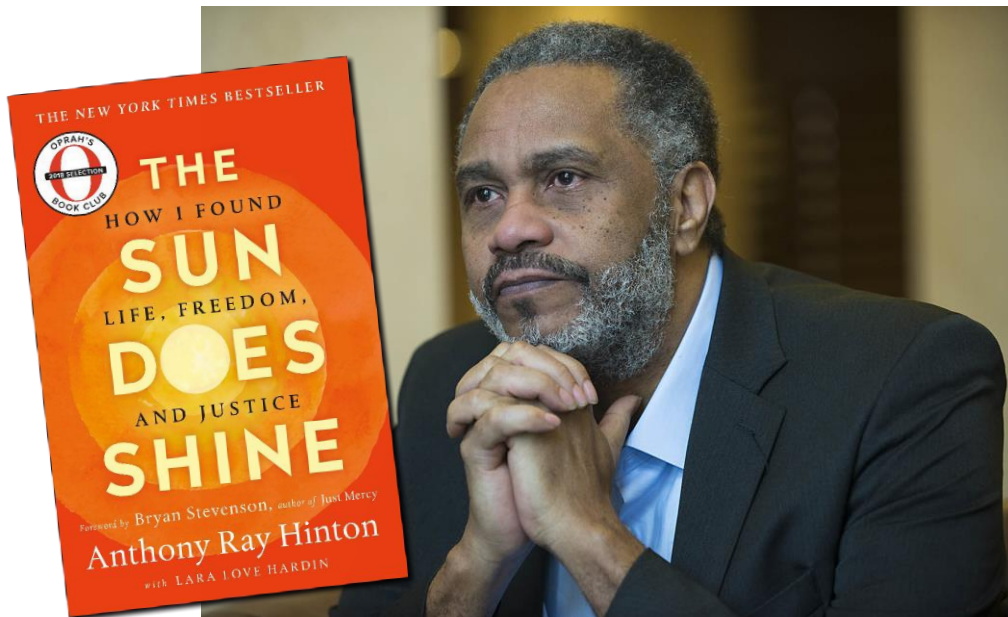
The Nancy and Paul O'Neill Speaker Series

presenting...

ANTHONY RAY HINTON

Author of

THE SUN DOES SHINE



Wednesday, September 27, 2023, 5:30 p.m.

709 North Aiken Avenue

Pittsburgh, PA 15206

412-203-0158 | www.theneighborhoodacademy.org

Our students break the stereotype of inner-city youth ...



Our student body is comprised of students from over 30 zip codes across Pittsburgh and surrounding communities who otherwise could not afford a college-preparatory education. Our unique model allows us to regularly meet basic needs – and in times of extraordinary need, provide emergency support including rent, utility, medical and dental, food, and clothing.

At The Neighborhood Academy, we respect racial, cultural, and faith differences as we nurture, educate, and support not only the student, but their families. At the core of our community is a desire to respond to a wide range of needs that affect the student.

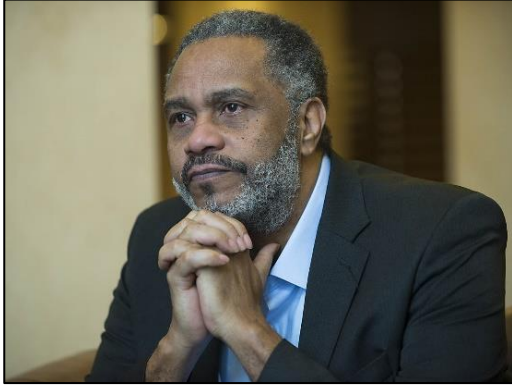
The Neighborhood Academy serves students ages 11-18 in grades 6-12. The student body demographics include:

- 99% are Black or bi-racial
- 61% have a taxable family income of less than \$35k
- 70% live in a single-caregiver household
- 50% live in families with a history of drug and/or alcohol abuse
- 46% live in families with a history of domestic violence
- 24% have experienced incarceration in their immediate family
- 41% have lost a loved one to gun violence
- 74% of students would otherwise be enrolled in a school categorized as 'low-performing' by the Pennsylvania Department of Education

...yet lead our city with statistic-breaking achievements.

Our 2022 graduating class continued our **100% acceptance rate** to four-year colleges and universities. This outstanding class were collectively awarded nearly \$250,000 in scholarship dollars from a total of 35 colleges and universities. In total, our graduates have been accepted to over 350 colleges. Our alumni boast a 76% five-year college graduation rate. This statistic is strikingly successful considering the national statistic: only 16% of low-income college students graduate from college (*National Center for Education Statistics, 2017*). We stress the importance of not only going to college, but finishing college. Our students are given high expectations of scholastic performance, academic integrity and career preparation, and they thrive.

The Author | Anthony Ray Hinton

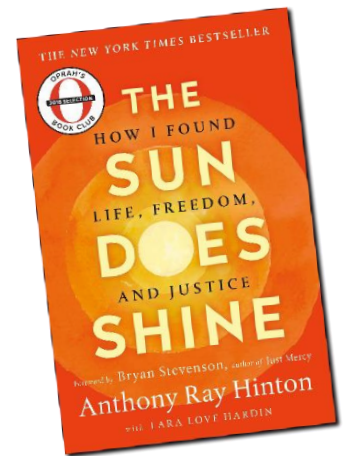


Anthony Ray Hinton survived for 30 years on Alabama's death row. His story is a decades-long journey to exoneration and freedom. In 1985, Mr. Hinton was convicted of the unsolved murders of two fast-food restaurant managers based on the testimony of ballistics experts for the State who claimed that the crime bullets came from a dusty revolver found in Mr. Hinton's mother's closet. Without the benefit of a competent expert to challenge the State's theory (Mr. Hinton's lawyer hired a ballistics expert who was blind in one eye), an all-white jury convicted Mr. Hinton and he was sentenced to death. After years of petitioning to have the revolver re-analyzed, three independent experts concluded that the bullets could not have been fired from his mother's

revolver. With the assistance of the Equal Justice Initiative, led by attorney Bryan Stevenson, Mr. Hinton was freed in 2015. Since his release, Mr. Hinton has traveled the world sharing his story and discussing the changes that need to be made to prevent similar injustices from happening to other people. In 2018, Mr. Hinton published *The Sun Does Shine: How I Found Life and Freedom on Death Row*, which was selected for Oprah's Book Club and is a New York Times bestseller. In 2019, he was awarded an honorary doctorate from St. Bonaventure University.

The Book | *The Sun Does Shine: How I Found Life and Freedom on Death Row*

In 1985, Anthony Ray Hinton was arrested and charged with two counts of capital murder in Alabama. Stunned, confused, and only twenty-nine years old, Hinton knew that it was a case of mistaken identity and believed that the truth would prove his innocence and ultimately set him free. But with no money and a different system of justice for a poor black man in the South, Hinton was sentenced to death by electrocution. He spent his first three years on Death Row at Holman State Prison in agonizing silence—full of despair and anger toward all those who had sent an innocent man to his death. But as Hinton realized and accepted his fate, he resolved not only to survive but find a way to live on Death Row. For the next twenty-seven years, he was a beacon—transforming not only his own spirit but those of his fellow inmates, fifty-four of whom were executed mere feet from his cell. With the help of civil rights attorney and bestselling author of *Just Mercy*, Bryan Stevenson, Hinton won his release in 2015.



The Nancy & Paul O'Neill Speaker Series

The Neighborhood Academy is a college preparatory school grades 6-12 whose mission is to **break the cycle of generational poverty through education**. The Nancy & Paul O'Neill Speaker Series began in 2013 and is a platform for renowned authors to present and share works that not only describe the Black experience in America, but also challenge all of us to see the world through The Neighborhood Academy's students' eyes.

Previous speakers include Ron Suskind, author of *A Hope of the Unseen*; Isabel Wilkerson, author of *The Warmth of Other Suns*; Margo Lee Shetterly, author of *Hidden Figures*; Mark Whitaker, author of *Smoketown*; and Wes Moore, author of *The Other Wes Moore* and *Five Days*.

Any questions about the event can be directed to Jonathan Winkler, Marketing and Events Manager, at jonathan.winkler@theneighborhoodacademy.org or 412-203-0158.

Event Timeline

Wednesday, September 27, 2023

- 5:30 p.m. – 7:00 p.m. – Author’s Circle VIP Gathering with Anthony Ray Hinton; Libations, Dinner, Dessert.
- 5:30 p.m. – 7:00 p.m. – General Admission; Libations, Dinner, Dessert.
- 7:00 p.m. – 8:30 p.m. – Anthony Ray Hinton’s Presentation and Conversation

Ticket Levels

\$250 – Author’s Circle VIP Admission Ticket (in-person or virtual)

- Author’s Circle VIP Gathering with Anthony Ray Hinton; Libations, Dinner, Dessert (5:30p.m. – 7:00 p.m.)
- Anthony Ray Hinton’s Presentation and Conversation (7:00 p.m. – 8:30 p.m.)
- Signed copy of *The Sun Does Shine* book

\$150 – General Admission Ticket (in-person)

- Libations, Dinner, Dessert (5:30 p.m. - 7:00 p.m.)
- Anthony Ray Hinton’s Presentation and Conversation (7:00 p.m. – 8:30 p.m.)

\$100 – Virtual Admission Ticket (virtual)

- Zoom access to Anthony Ray Hinton’s Presentation and Conversation (virtual participants may submit questions) (7:00 p.m. – 8:30 p.m.)
- \$25 Uber Eats e-gift card

Sponsorship Opportunities

Proceeds benefit life-changing student scholarships.

Presenting Sponsor (\$30,000)

- Exclusive recognition as Presenting Sponsor on **all** print/digital marketing materials
- Feature article in TNA Newsletter/e-newsletter following the event
- Company Logo printed on autographed book plate
- Table of 10 and VIP reception
- 10 copies of *The Sun Does Shine*
- 1-minute pre-recorded video before in-person and virtual presentation, social media
- Company logo printed on book insert
- Company logo printed on print invitation
- Full-page advertisement in the event program booklet with premium placement (*specifications below*)
- Company logo as Presenting sponsor on event in-person and virtual slideshow
- Company logo as Presenting sponsor on TNA website

Gold Sponsor (\$15,000)

- Table of 10 and VIP reception
- 10 copies of *The Sun Does Shine*
- 30-second pre-recorded video before in-person and virtual presentation, social media
- Company logo printed on book insert
- Company logo printed on print invitation
- Full-page advertisement in the event program booklet with premium placement (*specifications below*)
- Company logo as Gold Sponsor on event in-person and virtual slideshow
- Company logo as Gold Sponsor on TNA website

Silver Sponsor (\$10,000)

- Six tickets and VIP reception
- Six copies of *The Sun Does Shine*
- Company logo printed on book insert
- Company logo printed on print invitation
- Full-page advertisement in the event program booklet (*specifications below*)
- Company logo as Silver Sponsor on event in-person and virtual slideshow
- Company logo as Silver Sponsor on TNA website

Bronze Sponsor (\$5,000)

- Four tickets and VIP reception
- Four copies of *The Sun Does Shine*
- Company name on book insert
- Company name on print invitation
- Half-page advertisement in the event program booklet (*specifications below*)
- Company logo as Bronze Sponsor on event in-person and virtual slideshow
- Company logo as Bronze Sponsor on TNA website

Bulldog Sponsor (\$2,500)

- Two tickets and VIP reception
- Two copies of *The Sun Does Shine*
- Company name on book insert
- Company name on print invitation
- Company logo as Bulldog Sponsor on event in-person and virtual slideshow
- Company name as Bulldog Sponsor on TNA website

Supporting Sponsor (\$1,500)

- Company name as Supporting Sponsor on event in-person and virtual slideshow
- Company name as Supporting Sponsor on TNA website

Full-Page/Half-Page Advertisement Specifications

Full-page advertisement

Full Page (non-bleed) ad sized at 5” wide x 8” tall
Ads should be high resolution pdfs or high-resolution jpgs.
Ads should be submitted as black and white (grayscale okay)
Ad deadline: 7/14/2023

Half-page advertisement

Half Page (non-bleed) ad sized at 5” wide x 4” tall
Ads should be high resolution pdfs or high-resolution jpgs.
Ads should be submitted as black and white (grayscale okay)
Ad deadline: 7/14/2023



Sponsorship Commitment Form

Thank you for supporting *The Nancy & Paul O'Neill Speaker Series* presented by The Neighborhood Academy. By completing this form, you agree to become an event sponsor. Please submit your completed form, high-res corporate logo in PNG or EPS format, and advertisements to Jonathan Winkler at jonathan.winkler@theneighborhoodacademy.org or call 412-203-0158.

PLEASE SUBMIT BY JULY 1, 2023
June 12 to be included on print invitation

Thank you for your support!

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Email: _____

	Package Name	Sponsorship Amount
<input type="checkbox"/>	Presenting Sponsor	\$30,000
<input type="checkbox"/>	Gold Sponsor	\$15,000
<input type="checkbox"/>	Silver Sponsor	\$10,000
<input type="checkbox"/>	Bronze Sponsor	\$ 5,000
<input type="checkbox"/>	Bulldog Sponsor	\$ 2,500
<input type="checkbox"/>	Supporting Sponsor	\$ 1,500

By signing below, I commit to the sponsorship noted above.

Signature: _____ Date: _____

Please make checks payable to: **The Neighborhood Academy.**

Proceeds benefit life-changing student scholarships.

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