

Community Sponsorship Opportunities



Up with People[®]

Bringing the World Together

www.upwithpeople.org



Photo by Angela Pauly



Our Mission

Up with People exists today to spark people to action in meeting the needs of their communities, countries and the world while building bridges of understanding as a foundation for world peace.

Through travel and cultural immersion, Up with People has provided young people from around the world with a renowned international education and an unmatched passageway to see the world. And we've been doing it for four decades.

As the world has changed, so too has the Up with People program. Once primarily impacting communities through its musical productions, the current Up with People program addresses the very real need for young adults and leaders who have global perspectives, intercultural understanding, knowledge of worldwide social issues, leadership skills and a dedication to community service.

Sponsors take center stage in Up with People's impact in the communities we visit — from service projects highlighting the ways local non-profit organizations are meeting community needs, to the culminating public Up with People performance. Sponsoring Up with People is a remarkable event marketing platform for our partners to achieve their philanthropic, marketing and communications objectives.

Travel, Perform, Impact - Impact **CHANGING COMMUNITIES AROUND THE GLOBE**

Since 1965, Up with People has been changing hearts and minds - and communities - in 38 countries across the globe. More than ever before, the Up with People program of the 21st Century is focused on making a meaningful and lasting impact on the communities we visit.

Throughout our typical weeklong stay in each community, our cast of young people from around the world dedicates their time to supporting local non-profit organizations through hundreds of hours of volunteer service projects and work with young people in area schools with diversity and tolerance programs. Up with People program participants also immerse themselves in each community by living with host families and participating in regional learning activities - both providing important opportunities to understand the political, cultural, and social issues facing different communities around the world.

The Up with People experience in each community culminates in a public performance of the Up with People Show - a celebration of world cultures in music and dance. The uplifting performance serves to both inform and inspire individuals to engage in their communities through volunteerism and service - creating a lasting impact that will be felt long after the Up with People students leave town.

Up with People is sponsored in each city we visit. We've worked with all types of sponsors, from businesses and service organizations, to foundations, governments and school districts. Some visits are made possible by the generosity of a single sponsor, while others are made possible by a group of local sponsors working together to bring Up with People to the community. Regardless, both the sponsor and community benefit.





Community Outreach, Interaction and Impact

One of the primary benefits of sponsorship of Up with People is the right to select local non-profit organizations to serve as the beneficiaries of Up with People's impact in your community. With Up with People as the catalyst, your designated beneficiary receives a significant monetary donation equaling the net ticket sales revenue from our public show(s). These donations can equal or exceed the actual cost of the sponsorship itself.

Often more important to these organizations than the monetary benefits are the hundreds of hours of community service they receive through projects designed in conjunction with Up with People. Our participants work alongside individuals in your community to advance the work of local organizations and build bridges with community members to ensure ongoing volunteerism and local support of those efforts long after our visit. With your generosity and participation, Up with People delivers what your community needs.

Sample projects include:

- *Local school programs for all ages*
- *Stand for Peace, Up with People's signature program for elementary and middle schools*
- *Community food banks*
- *Habitat for Humanity builds*
- *Service club projects*
- *Cultural diversity projects*
- *International fairs*
- *Hospital & Hospice visits*
- *Painting & Maintenance*
- *Playground restoration*

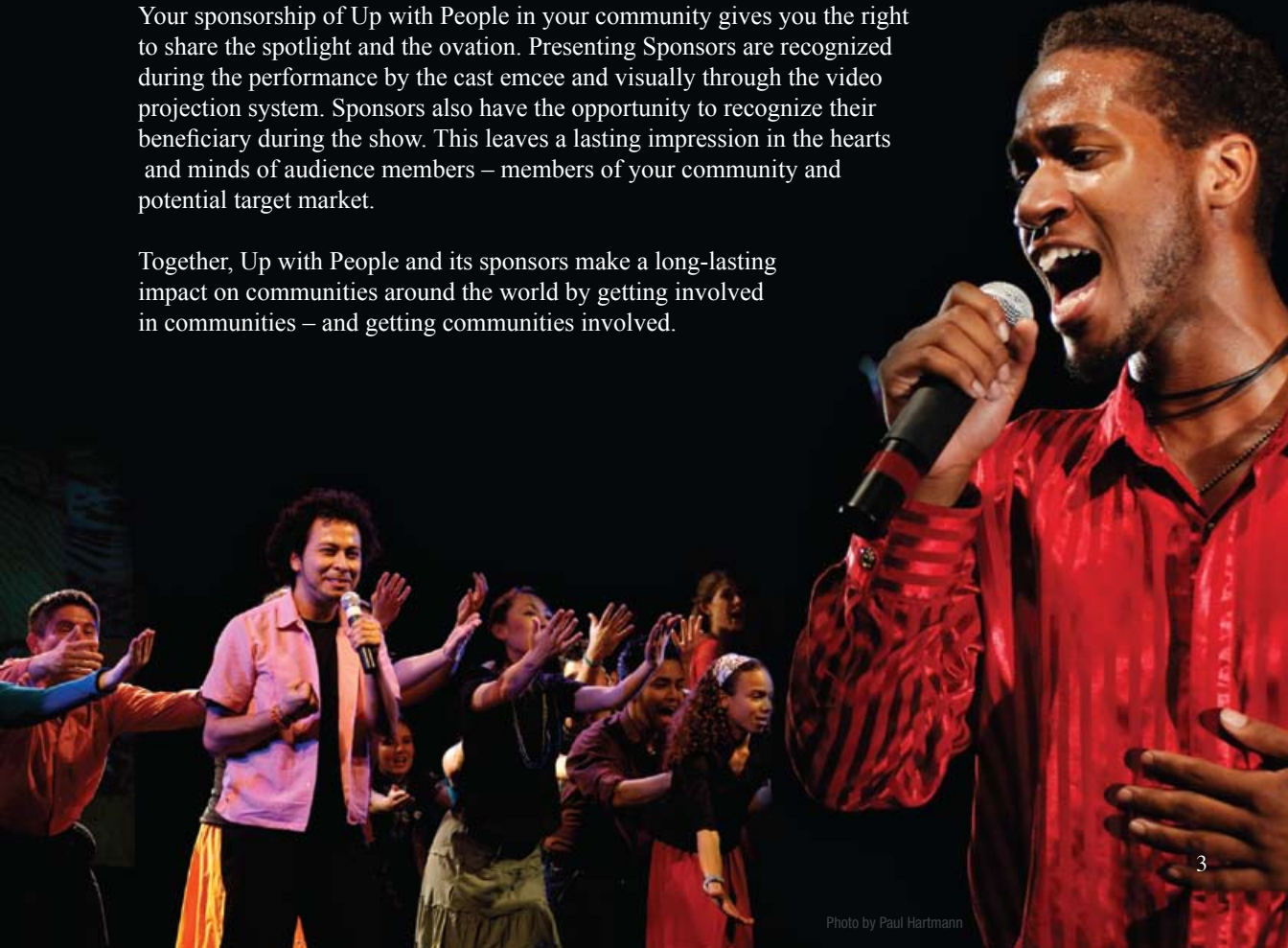


The Up with People Show

Bringing the World Together for 40 years, Up with People is perhaps best known for utilizing its high energy musical performance as a means to communicate a message of hope and goodwill across nations. The international cast shares their talent, energy and cultures with the audience and brings everyone to their feet. Every show is specially customized through video, photographs and local "guest appearances" to highlight the service activities of the preceding week, and a local children's choir performs along with the cast.

Your sponsorship of Up with People in your community gives you the right to share the spotlight and the ovation. Presenting Sponsors are recognized during the performance by the cast emcee and visually through the video projection system. Sponsors also have the opportunity to recognize their beneficiary during the show. This leaves a lasting impression in the hearts and minds of audience members – members of your community and potential target market.

Together, Up with People and its sponsors make a long-lasting impact on communities around the world by getting involved in communities – and getting communities involved.





Program Features

As a sponsor of Up with People, you will give your community an unparalleled experience facilitated by a well-respected organization with decades of experience in changing hearts and minds – and communities – throughout the world.

This experience includes:

- *Dynamic cast of 100 motivated young adults from around the world staying in your community for 3-7 days, committed to community interaction, volunteerism and learning*
- *Focus on community impact projects in partnership with local non-profit organizations*
- *Media coverage highlighting sponsorship of community impact projects, public show(s), and local sponsors*
- *Up with People participant-community interactions through Host Families, community impact projects, community outreach and public performances*
- *Culminating performance(s) of the Up with People Show (single or multiple shows; public or private performances)*
- *Net proceeds from show ticket revenue can be designated for community non-profit partners*
- *“Community Expo” featuring sponsor, beneficiary, and other community partner tabletop displays in show lobby*



Sponsor Rights and Benefits

We custom design sponsorship proposals to specifically address your philanthropic, marketing and communications objectives. Up with People’s sponsors receive an extensive list of benefits designed to deliver significant return on investment. Unique communication concepts and promotional ideas can be developed as enhancements to your sponsorship rights and benefits.

Sponsor rights and benefits typically include:

- *Right to select community impact projects and local show beneficiary*
- *Presentation rights for the public performance and community impact projects*
- *Category exclusivity*
- *On-site branding, recognition and acknowledgement at show(s) and scheduled events*
- *Trademark inclusion in local show advertising and promotion as well as e-mail and Internet marketing communications*
- *VIP tickets and hospitality for customer relations and staff benefits*
- *First right of refusal of opportunities to sponsor future Up with People visits to your community*



Sponsorship Packages Sponsorship Packages to Fit Your Needs

Up with People has a variety of partnership opportunities to make a visit possible in communities large and small. The time in a city can be adjusted and multiple sponsors can share in the investment.

Sponsorship Packages currently available include:

- International Sponsor
- National Sponsor
- Regional Sponsor
- Presenting Sponsor
- Supporting Sponsor
- Media Sponsor
- In-kind Donor

The Statistics Reflect Satisfaction

- 96% of sponsors would recommend an Up with People sponsorship to others
- 91% of sponsors would sponsor Up with People again
- 99% of audience members said that Up with People made a lasting impact on their community
- 98% of audience members said they were satisfied with the quality of entertainment

For more information on sponsoring Up with People, please contact us at sponsorship@upwithpeople.org or call one of our Sponsorship Managers.

North American Sponsorships

Up with People
1600 Broadway Suite 1460
Denver, CO 80202
USA
303.460.7100 ext. 114
www.upwithpeople.org



Testimonials Testimonials

"Our staff, volunteers, donors and families at Habitat for Humanity thoroughly enjoyed this new and unique way to promote and fundraise for our organization. Plus our staff really enjoyed having the Up with People cast out to volunteer at one of our sites. Our two organizations, Up with People and Habitat for Humanity, are a good fit for each other and we would love to work with you again in the future!"

- Amy Kusek, Corporate Relations Manager, Habitat for Humanity of Metro Denver

"I've estimated that in the last week, the combined efforts of Community Impact and Service projects by Up with People cast members, has been an investment to the County of around \$80,000... A big thanks for all their hard work."

**- J.D. Salinas, County Judge,
Hidalgo County, Texas**

"What a marvelous end to a glorious two weeks. I am delighted the tour was a success and am so proud of the small role the Ministry played in it."

**- Col. David Burch, Minister of Labour, Home Affairs and Housing,
Government of Bermuda**

"I was overwhelmed by the very positive reaction from the public, from our nonprofit partner and from our own Coldwell Banker employees. By bringing Up with People into the picture we were able to provide support to two great nonprofit organizations and demonstrate one of the ways that Coldwell Banker gives back to our local community. I could not have been happier with the outcome."

- Chris Mygatt, President & COO of Coldwell Banker Residential Brokerage



Photos by Paul Hartmann

Historical Highlights

60's

- **1965** - A group forms called Sing Out, performing the song Up with People in their traveling show
- **1965** - Up with People was the first event at Jordan HS in Watts after the LA race riots
- **1967** - The cast of Sing Out performs at the World Expo in Montreal

- **1968** - Up with People is incorporated as a non-profit organization, through the encouragement of President Dwight Eisenhower and Chancellor Helmut Kohl

- **1969** - Up with People is received by Pope Paul VI



- **1975** - Up with People invited to facilitate Boston public school desegregation
- **1976** - Bicentennial tour of U.S [771 cities, 3.9 million live attendance]
- **1976** - Cast performs in Super Bowl X in Miami, Florida



- **1976** - Cast first visit to Poland
- **1977** - Cast presents 3 Television Specials with Televisa, introduced by Anthony Quinn
- **1978** - Cast first visit to People's Republic of China
- **1979** - King Juan Carlos of Spain meets cast in Madrid

80's

- **1980** - Cast performs at Super Bowl XIV in Pasadena, California
- **1982** - Cast performs at Super Bowl XVI in Pontiac, Michigan



- **1982** - Cast performs all summer at the Worlds Expo-Knoxville, TN
- **1983** - Up with People is received by Pope John Paul II in Rome
- **1983** - Cast performs all summer at Sea World - San Diego, CA
- **1984** - Invited by the King and Queen of Jordan to Amman, Jordan for the Jerash Festival
- **1985** - Cast returns to People's Republic of China



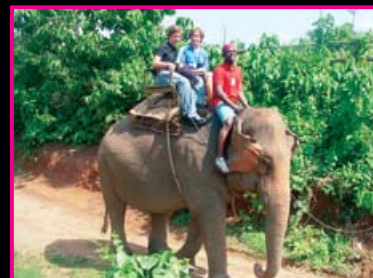
- **1986** - Cast performs at Super Bowl XX in New Orleans
- **1986** - Coca Cola Centennial Anniversary features a 17-city tour of Japan
- **1988** - Cast performs for US President George Bush's Inauguration
- **1988** - Cast performs at World Expo in Brisbane, Australia
- **1989** - Cast visits to USSR and Jordan
- **1989** - Cast performs all summer at De Efteling Theme Park, The Netherlands

90's

- **1990** - Soviet students travel in UWP for the first time
- **1990** - UWP's 25th Anniversary celebration in Denver, CO
- **1992** - Cast performs at Earth Summit in Brazil
- **1993** - Cast performs in Denver for Pope John Paul II and for US President Bill Clinton



- **1993** - Urban school program, Project Pride, launched in Los Angeles
- **1994** - Performance in Hong Kong for Chinese New Year
- **1995** - Urban Schools Program takes place in Tucson, Denver and San Antonio
- **1996** - Cast performs at the Olympics in Atlanta and Disneyland in California
- **1997** - Cast tour of Japan and first study groups visit South Korea, Thailand and China



- **1997** - Red Cross benefit and Projects in Portugal
- **1998** - Affiliation with America's Promise - The Alliance for Youth
- **1998** - Cast performs at World Expo in Portugal
- **1999** - Cast performs at Celebration of Peace with Colin Powell
- **1999** - Launching of the Communities of Peace program
- **1999** - Cast performs at International Red Cross event in Switzerland

2000's



- **2000** - Casts participated in Communities of Peace and perform at World Youth Day in Rome
- **2000** - Up with People suspends operations
- **2004** - Up with People new program model launched called WorldSmart
- **2005** - Up with People combines the Up with People model with the WorldSmart model

- **2006** - Cast A 2006 is the first to implement the new semester-long program
- **2007** - Up with People launches new Emerging Countries program in Thailand and Philippines
- **2007** - Up with People makes second appearance in Macy's Thanksgiving Day Parade in New York City



- **2007** - Up with People participates in The United Nations Culture of Peace Forum
- **2008** - Up with People performs in the Opening Ceremony of the Tournament of Roses Parade in Pasadena, CA





TRAVEL

PERFORM



Photo by Angela Pauly

IMPACT



Up with People
International Headquarters
1600 Broadway, Suite 1460
Denver, CO 80202
USA

1.303.460.7100 ext. 114
www.upwithpeople.org