

Celebrating Education, Support & Resources for Tomorrows Black & Brown Leaders

2025-2026 Sponsorship Opportunities

Contact: psvadmin@privateschoolvillage.org

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**PRIVATE
SCHOOL
VILLAGE**



Made with **GAMMA**

A Note From Our Founder & Executive Director



*Lisa & family shortly after founding PSV
(2018)*

Dear Friends,

Research has long affirmed that a sense of belonging in school drives student well-being, engagement, and lifelong success. Yet until Private School Village (PSV), no comprehensive program specifically addressed the often invisible gaps—especially for Black and Brown families who too often navigate private schools in isolation. These gaps are real:

- **Belonging:** Students feeling isolated even while enrolled.
- **Support:** Systems falling short of meeting diverse needs.
- **Mental Health:** Lack of culturally aware resources.
- **Development:** Identity, creativity, and leadership left undernourished.
- **Representation:** Few mentors reflect students' lived experiences.
- **Visibility:** Families' realities misunderstood or ignored.

PSV exists to close these gaps. Our grassroots, parent-led 501(c)3 partners with over 90 private schools to create community, strengthen connections, and ensure that Black and Brown students and families thrive throughout their educational journey. In a time of cutbacks to after-school programs, reduced support for diversity and inclusion initiatives, and rising student mental health concerns, **PSV is needed now more than ever.**

By sponsoring PSV, you are investing in equity, access, and student well-being where it matters most. The return on investment is both tangible and profound:

- **Impact:** Your support funds scholarships for low-income students, grade-level social pods, dynamic speakers and education, and leadership programs that create measurable change.
- **Positive Goodwill:** Publicly aligning your brand with solutions that bridge systemic gaps earns deep trust and loyalty.
- **Community Reach:** Visibility to a network of 7,000+ engaged families, trustees, and school leaders amplifies your brand's commitment to families and students at time when there is hyper awareness of corporate support and when the PSV movement is expanding nationwide.
- **Activation Opportunities:** PSV offers an array of opportunities to directly engage with consumers — from securing b-roll about your brand to on-site, interactive experiences, PSV community events offer a meaningful way to build connections.

We invite you to join us as a sponsor to close the gaps, build belonging, and ensure every child has the support and community they need to thrive.

In community,

Lisa Johnson
Founder/Executive Director



Why Support Private School Village?

What makes Private School Village (PSV) extraordinary is **how it feels**: our events are often described as “feeling like family reunions.” We create warm, affirming spaces where families experience connection, celebration, and support—moments that leave a lasting imprint, for students, during the most formative years.

Sponsoring PSV means aligning with this transformational goodwill. Your presence and possible activations at our events don’t just get visibility; they **become part of an experience that families cherish and talk about, amplifying your brand through authentic word-of-mouth and solidifying community trust.**

Still, PSV is more than events and programming—it’s a living network of shared resources, referrals, and relationships that strengthen families, schools, and the larger private school ecosystem.

Supporting PSV means investing in a unique, joy-filled community that has a practical and profound impact on students, families, and institutions alike.

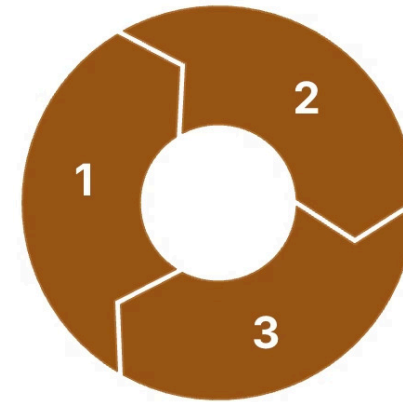




PRIVATE SCHOOL VILLAGE

Mission

Founded in 2018, PSV cultivates and harnesses the power of community to positively transform the private school experience for Black and Brown families so that students fully thrive.



Vision

Every Black and Brown student feels affirmed, empowered, and thrives in school ecosystems.

Values

Humanity & Heart,
Family & Community,
Excellence &
Accountability

Note: Again, PSV is not a school, but rather a village of families working across private schools. Our core audience is PreK-12 grade private school families.


Sampling of 2024-2025 PSV School Partners (Full List on the PSV Website at www.privateschoolvillage.org)



For a comprehensive list visit www.privateschoolvillage.org/schoolpartners

PSV Back-to-School Picnic & Fair 2024



 YouTube



PSV Back-to-School Picnic & School Community Fair (2024)

PSV's oldest and largest community event! Learn more about Private School Village at www.privateschoolvillage.org



Join the Biggest (Private School Community) Celebration of the Year!

PSV Back-to-School Picnic & Fair

(Event Date: September 21, 3 - 6:30 pm)

This year's picnic will bring together more than **2,000** students, families, and community members — triple the turnout from just a few years ago.

Kick off the school year with delicious food, live entertainment, and fun activities for all ages. Connect with your school community and explore ways to get involved. *Sponsorships are available, but spots are limited!*

School Partner Sponsorship Opportunities — School Tent/Table (Must Confirm No Later Than Aug. 30):

From **3:00–4:30 pm**, join us for the **official School Community Fair** — a dedicated time to connect in a relaxed atmosphere without the amplified sound of an event program. This is an opportunity for current and prospective families to gather at your tent and celebrate community!

Showcase your school pride by setting up activities, offering giveaways, hosting contests, and more to help students and families learn what makes your school special.

Note: Additional vendors are welcome but must be approved by PSV in advance for insurance purposes.

School Tent & Table — \$500

(Unlimited Available)

- Includes 10x10 tent and 6-ft table (confirm by August 30)
- Includes promotion on pre-and post-event materials
- Logo on/around event staging or event map/program

*NOTE: We are offering a one-time-only \$100 off coupon to schools who complete our Partnership Kick Off survey found at <https://www.surveymonkey.com/r/PSV> **START** by August 15. After that this sponsorship will be regularly priced. The code is provided in the "thank you" message once submitted. If affordability of a tent/table is an issue beyond that, please contact us at psvadmin@privateschoolvillage.org.*

Entertainment Sponsor — \$1200

(2 Sponsorships Available)

- Includes promotion on pre-and post-event materials
- Logo on/around signage at DJ booth and/or event staging
- Recognition during stage program by PSV leadership and opportunity to participate in the event program
- Premium school tent placement

Food Vendor Sponsor — \$1200

(3 Sponsorships Available)

- Includes promotion on pre-and post-event materials
- Logo on/around signage at food vendors and/or event staging
- Recognition during stage program by PSV leadership and opportunity to participate in the event program
- Premium school tent placement

Family Activity Sponsor — \$1000

(3 Sponsorships Available)

- Includes promotion on pre-and post-event materials
- Logo on/around signage at activity booths (double dutch/hair tents) and/or event staging
- Recognition during stage program by PSV leadership and opportunity to participate in the event program
- Premium school tent placement

From **4:30–6:30 pm**, the fair fun continues alongside our **stage program**, featuring PSV Student Ambassadors and special performances! Enjoy line dancing, contests, delicious food, and engaging activities — all guaranteed to keep you smiling the whole time.



PSV Back-to-School Picnic & Fair 2022



YouTube



PSV Back-to-School Picnic (2022)


▶ 01:27

PSV Back-to-School Picnic & Fair Images



PSV Sneaker Soiree 2022 (Universal Studios)



 YouTube



PSV Sneaker Soiree Montage (2022)

The PSV Sneaker Soiree raises funds and awareness for the mission of Private School Village, a parent-led nonprofit organization that supports Black and brown families in private school. Learn mor...



2025 PSV Sneaker Soiree

Corporate Sponsorship Opportunities

(Event: Saturday, January 31, 8 pm-Midnight)

A 450+ person, trend-setting ticketed event, this year’s Sneaker Soiree for adults celebrates PSV’s growth and impact! The event, held at SRGN Studios, raises funds to support our programs and services including our **Village Scholarship** for Black and Brown elementary school-aged students from low-income households, and more.

Additionally, we will kick off the nomination period for **School Affinity Group/Parent Program of the Year & a Teacher/Administrator of the Year** as selected by members of the PSV community. Sponsorship benefits include signage at the event in recognition of support, and pre-event promotion via PSV communications channels.

Diamond Sponsorship

\$50K (1 Available)

- Opportunity to address guests during event
- 15 event tickets which includes contributing to 5 need-based tickets, dinner stations, private bar access, and complimentary parking at venue for 5 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event. 2 full-page ads in digital event program (if purchased before print deadline of Jan. 10)
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated priority, branded lounge/seating VIP area with dedicated bar service
- Opportunity to capture b-roll/record testimonials at event
- Featured collaborative Instagram story promoting your support of PSV and specifically this event
- Listed as a Diamond Sponsor in the PSV Annual Review/Report

Platinum Sponsorship

\$25K (2 Available)

- 10 event tickets which includes contributing to 5 need-based tickets, dinner stations, private bar access, and complimentary parking at venue for 3 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event. 1 full-page ads in digital event program (if purchased before print deadline of Jan. 10)
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 400 units
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated priority, branded lounge/seating VIP area with dedicated bar service
- Opportunity to capture b-roll/record testimonials during specific part of event
- Listed as a Platinum Sponsor in the PSV Annual Review/Report

Gold Sponsorship

\$15K (3 Available)

- 8 event tickets which includes contributing to 5 need-based tickets, dinner stations, private bar access, and complimentary parking at venue for 2 cars.
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event. 1 full-page ads in digital event program (if purchased before print deadline of Jan. 10)
- Opportunity to provide products/goods in the event gift bag (Minimum needed is 400 units)
- Opportunity to brand an area at the venue with a unique, customizable activation with your company products/goods via samples, demonstrations and/or experiences
- Designated priority, branded lounge/seating VIP area with dedicated bar service
- Listed as a Gold Sponsor in the PSV Annual Review/Report



2025 PSV Sneaker Soiree

Corporate Sponsorship Opportunities

Beverage Sponsorship

\$15K (2 non-competing wine, 2 non-competing spirits available)

- Branded bar signage at each sponsored bar & opportunity to name signature drinks
- 7 event tickets which includes contributing to 5 need-based tickets, dinner stations, private bar service
- Prominent logo placement/acknowledgement signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event that is separate from school-related sponsors.

Silver Sponsorship

\$7,500 (5 Available)

- 5 event tickets including private bar access
- Contributes to 2 need-based guest tickets.
- Logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence
- Opportunity to provide products/goods in the event gift bag
- One full-page ad in the event digital program (if purchased before print deadline of Jan. 10)
- VIP area access
- Listed as a Silver Sponsor in the PSV Annual Review/Report

Bronze Sponsorship

\$5,000 (10 Available)

- 4 event tickets including private bar access
- Contributes to 2 need-based guest tickets.
- Logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on event-related correspondence
- Opportunity to provide products/goods in the event gift bag
- One half-page ad in the event digital program (if purchased before print deadline of Jan. 10)
- VIP area access
- Listed as a Bronze Sponsor in the PSV Annual Review/Report



2025 PSV Sneaker Soiree —

Private School Partner & Small Business/Nonprofit Sponsorship Opportunities

Valedictorian Level — Private School Partner Sponsorships Only (ONLY)

\$3,500 (Unlimited Available)

- 4 individual tickets and contributes to 2 need-based guest tickets.
- Logo on event step & repeat, on website and various communications
- One full-page size ad in digital event program (if purchased before print deadline of Jan. 10)

Salutatorian Level — Private School Partner Sponsorships Only (ONLY)

\$1,500 (Unlimited Available)

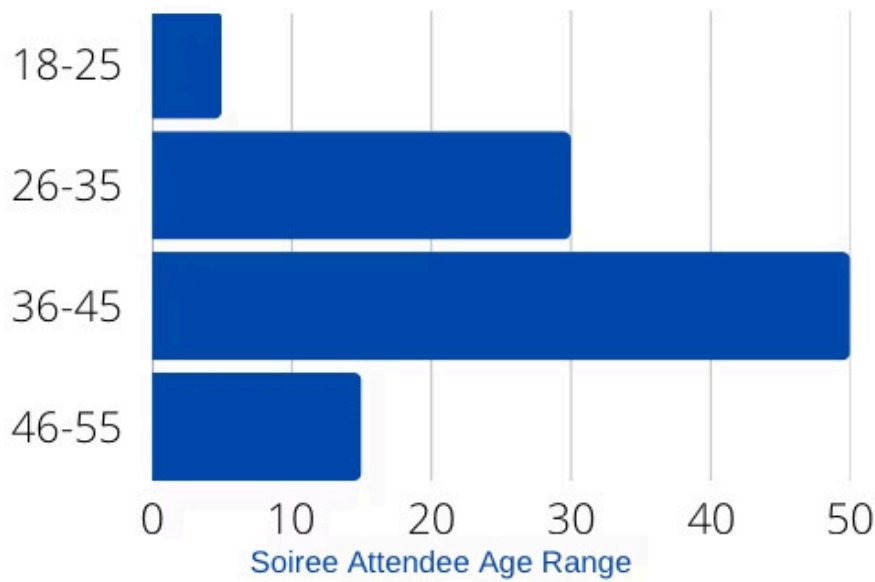
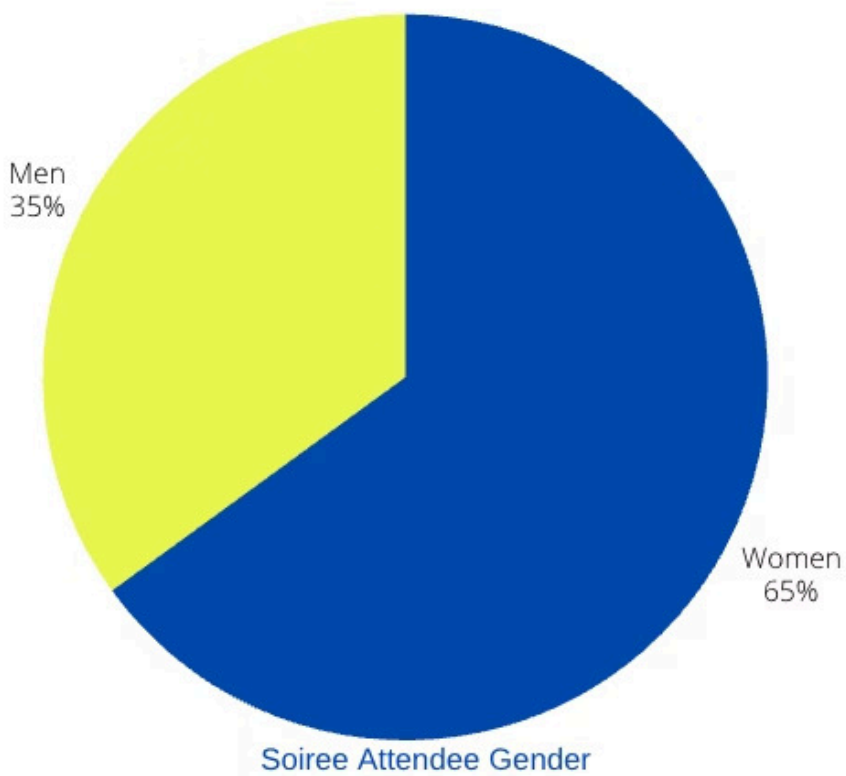
- 2 individual tickets and contributes to 1 need-based guest ticket
- Smaller logo on website and various communications
- One 1/2 page size ad in digital event program (if purchased before print deadline of Jan. 10)

ONLINE & SPECIAL AUCTION ITEMS: Donated items are another way to support PSV (and receive a possible tax benefit for the donation). We are looking for a range of donated items but the items that raise the most funds are highly experiential, unique, or rare items -- these are the things most in demand. Examples include: VIP tickets/access to sporting events, concert tickets/meet & greets, mentorship/consultations from accomplished professionals, vacation packages/tours, spa treatments, high-end and/or rare products/services (dinner at Chef's table, rare art, private lessons, etc.), gift certificates, signed celebrity/rare memorabilia, celebrity meet and greets, celebrity social media "follows" and more.

If you think you have an item to donate, please email us at psvadmin@privateschoolvillage.org All items need to be submitted to PSV by Jan 10, 2024.

SWAG GIFT BAG PROMOTIONAL ITEMS: We are looking for a range of donated items for our event swag/gift bag and request a quantity of 400 items. Donating to our swag gift bag is another great way to support PSV and possibly receive a tax benefit for the donation. We are interested in a range of items including: School-related items (e.g. gift card to tutoring/special services, uniform discounts, technical equipment, etc), self-care sample size items (e.g. personal care items, non-perishable items, etc.), books, notepads, branded items, etc. Small items that will fit into a 10'x10' (roughly) bag.

If you think you have an item to donate, please email us at psvadmin@privateschoolvillage.org. All items need to be submitted to PSV by Jan 10, 2024.

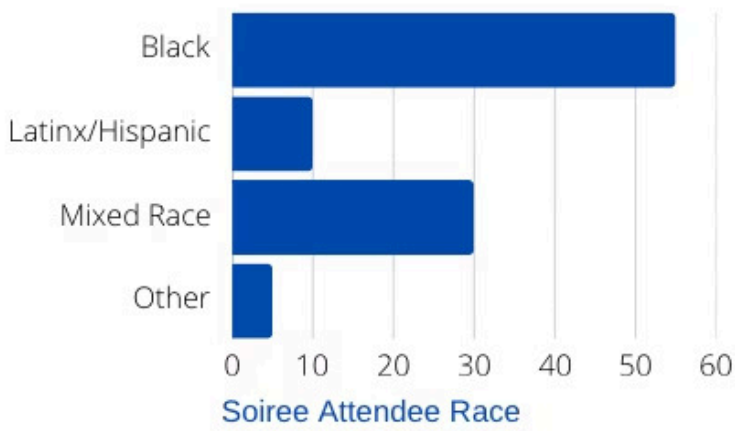


88+ Private Schools Represented

PSV Audiences
1. Parents
2. Students
3. Schools

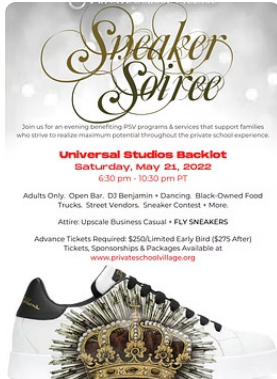
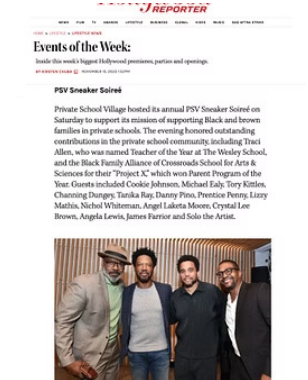
7000 Emails in Database
34,350 Site Sessions
16,875 Unique Visitors

Traffic per Last 365 Days




- 23% of PSV members earn \$400K or more annually; 30% earn more than \$200K annually
- 52% of adult PSV members hold graduate level degrees; 38% hold at least a bachelors
- 79% of PSV members participate in PSV because they want their children to see other children their age who experience the same unique private school culture each day.
- More than half of the PSV community receives some sort of financial aid.

PSV Sneaker Soiree Images



PSV Sneaker Soiree 2024 — SRGN Studios



 YouTube




PSV Sneaker Soiree 2024 (November 2)

Learn more about PSV at www.privateschoolvillage.org

PSV Sneaker Soiree 2019 (Netflix Rooftop)




 YouTube




PSV Sneaker Soiree (November 2019)

Private School Village's Annual Sneaker Soiree is the fundraising and friend-raising event that benefits the organizations programs and services.

 01:15

PSV High School Dance 2024



 YouTube



PSV High School Sneaker Soiree Dance

Learn more about Private School Village at www.privateschoolvillage.org

PSV High School Dances





2025 PSV High School Sneaker Soiree

(Event Date: November 1)

The PSV High School Leadership Program is designed for Black students in grades 9–12 attending PSV-partnering private schools in the Greater Los Angeles & Pasadena areas. Each year, as part of efforts to increase racial socialization, PSV hosts several functions expressly for High School students. Roughly 300 private school students enjoy a carefree opportunity to celebrate and see one another — the school year would not be complete without delicious food truck fare, entertainment, and fun activities that encourage connection and support.

Partner Sponsorship Opportunities:

Platinum Patron — \$1700

(10 Available)

Includes 7 student tickets, more prominent event signage, pre- and post-event promotion.

Silver Patron — \$1500

(10 Available)

Includes 5 student tickets, event signage, pre- and post-event promotion.

Gold Patron — \$750

(Unlimited Available)

Includes 4 student tickets, event signage, pre- and post-event promotion.

Entertainment Patron — \$1500 (2 Available):

Includes 2 tickets, event signage, pre- and post-event promotion.

Decor Sponsor — \$500 (4 available):

Includes 2 tickets, event signage


Food Sponsor — \$1200 (3 available):

Includes 2 tickets, event signage, pre- and post- event promotion.



PSV High School Dance 2023



 YouTube



PSV High School Dance

Learn more about PSV at www.privateschoolvillage.org



PSV Honors

(Event Date: April 26, 2026)

Do you know a private school teacher or administrator who impacts students by making them feel seen, valued, and heard in a meaningful way?

Did a school parent affinity group (or parent volunteers) produce an amazing program, activity or event that increased racial socialization or racial literacy skills during the 2024-2025 school year?

Join us this April to honor some of the good work, and wonderful people, who make our community stronger!



2025 PSV Honors

Corporate & School Sponsorship Opportunities

(Event Date: April 26, 2026))

Diamond Sponsorship

\$15K (1 Available)

- Opportunity to briefly address guests during event program
- (2) Tables of 10 for guests (or designated priority seating for 10 guests) & priority brunch service
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event & 2 full-page ads in digital event program (if purchased before print deadline of April 12)
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 300 units
- Opportunity to capture b-roll/record testimonials at select parts of the event
- Featured collaborative Instagram & Facebook story promoting your support of PSV and specifically this event
- Listed as a Diamond Sponsor in the PSV Annual Review/Report

Platinum Sponsorship

\$10K (2 Available)

- (1) Table of 10 for guests (or designated priority seating for 10 guests) & priority brunch service
- Prominent logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- Acknowledgement throughout event. 1 full-page ad in digital event program (if purchased before print deadline of April 12)
- Opportunity to provide products/goods in the event gift bag (and/or opportunity to provide a branded bag for all items going into the event gift bags); Minimum needed is 300 units
- Featured collaborative Instagram & Facebook story promoting your support of PSV and specifically this event
- Listed as a Platinum Sponsor in the PSV Annual Review/Report

Gold Sponsorship

\$5K (3 Available)

- (1) Table of 10 for guests (or designated priority seating for 10 guests)
- Logo placement/acknowledgement on step & repeat, website, signage, pre/post social media promotions & on all event-related correspondence;
- 1 full-page ad in digital event program (if purchased before print deadline of April 12)
- Opportunity to provide products/goods in the event gift bag; Minimum needed is 300 units
- Listed as a Gold Sponsor in the PSV Annual Review/Report

Join PSV in closing the gaps in private school & supporting tomorrow's Black and Brown leaders. Our partnerships make a meaningful difference.

Submit Your Selected Sponsorship Opportunities Here:

<https://secure.privateschoolvillage.org/eventReg.jsp?event=43>

Questions? Contact: psvadmin@privateschoolvillage.org



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