

P.S. ARTS

# EXPRESS YOURSELF

2025

## SPONSORSHIP OPPORTUNITIES

SATURDAY, APRIL 27, 2025 | 12 - 3 PM



## ABOUT P.S. ARTS?

P.S. ARTS is a nonprofit dedicated to advancing equity and opportunity for children and youth by providing arts education in systemically under-resourced public schools and communities.



P.S. ARTS' wrap-around arts education services include fine arts instruction, arts-based educator training, and community arts events – all of which work in conjunction to reduce barriers and increase opportunities for students living in communities affected by racism, trauma, and systemic disinvestment.



**31,000**

tk-8th Grade Students and Community Members

**88**

Public Schools, including 80 Title 1 schools

**181**

Educators Trained in Arts Integration

**14**

Schools Districts

**81**

Teaching Artists including P.S. ARTS Faculty and Coaches



# EXPRESS YOURSELF

Each year, families across Southern California come together for P.S. ARTS' largest fundraiser of the year, Express Yourself. Comprised of several art booths featuring guest artists, performances, and snacks, this fun-filled afternoon gives children and families an opportunity to experience the joy and creativity that the 31,000 students and community members we serve discover every day in our classrooms. With over 700 people in attendance, this family-friendly event ensures that P.S. ARTS will continue to encourage creativity and the opportunity for all children to express themselves. All the funds raised through Express Yourself support P.S. ARTS.

**SUNDAY, APRIL 27, 2025**  
**FOX STUDIO LOT**  
**LOS ANGELES, CALIFORNIA**

Committee Chairs: Carolyn Giangiacomo,  
Tawny Krintzman, Shari Rosenblum,  
Hayden Victor & Shelton Wilder  
[psarts.org/expressyourself](https://psarts.org/expressyourself)



25 fun & family friendly  
interactive art booths

More than 700 guests  
including celebrities &  
high-profile families

Special performances  
such as read-alongs and  
guest bands

Amazing raffle booth prizes  
and opportunities for  
sponsors to advertise.

# NOTABLE GUESTS



**MAX GREENFIELD**  
ACTOR



**MALIN AKERMAN**  
ACTRESS



**JOSH PECK**  
ACTOR



**LAKE BELL**  
ACTRESS



**LISA LING**  
JOURNALIST



**AIMEE GARCIA**  
ACTRESS



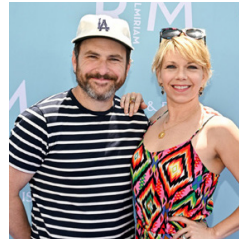
**JOHN STAMOS**  
ACTOR



**CRYSTAL KUNG MINKOFF**  
TV PERSONALITY



**RACHEL ZOE**  
FASHION DESIGNER



**MARY ELIZABETH ELLIS**  
ACTRESS  
**CHARLIE DAY**  
ACTOR

## NOTABLE PAST COVERAGE

**Max Greenfield and Jake Johnson Hold Hands at Express Yourself 2022 in Sweet 'New Girl' Reunion**

Jake Johnson and Max Greenfield starred opposite Zooey Deschanel, Lamorne Morris, Hannah Simone, and Damon Wayans Jr. on the Fox sitcom from 2011-2018

By [Hattie Lindert](#) Published on May 22, 2022 05:47 PM

Like their characters on *New Girl*, [Max Greenfield](#) and [Jake Johnson's](#) friendship really is until Infinity... and beyond.

**Costars Reunited Through the Years**

PHOTO: EMMA MCINTYRE/GETTY

## PAST MEDIA COVERAGE

- Access Hollywood
- MSNBC
- Angeleno
- NY Post
- C Magazine
- People
- Cosmopolitan
- Daily Life
- E! News
- Fox News
- InStyle
- Hollywood Reporter
- Life & Style
- Los Angeles Times

## IMPRESSIONS

**EVENT WEBSITE:**  
5,000+ visits/month

**EMAIL LIST:**  
6,500+ subscribers

**SOCIAL MEDIA:**  
12,000+ followers  
Full Media Recap available upon

## SOCIAL MEDIA

BY 2022 1d  
@maxgreenfield  
Thank you for having us @ps\_arts

Happy to support @ps\_arts providing arts education to students in under-resourced schools 🙌

Thanks for bringing such cool friends out to support art in schools!  
@IAMMAXGREENFIELD  
@MRJAKEJOHNSON

Thx @rachaelharris for always showing up 🥰🥰

johnstamos  
Post  
Liked by carolyneelli and 38,483 others  
Johnstamos Me and Billy (and @shuspeck) didn't have any fun @ps\_arts event. What an incredible non-profit they are. PS: Arts provides weekly in-school arts education for 25,000 students in and around Los Angeles, and also provides family art rights in those underserved communities. Beautiful! #ramonesforever  
View all 122 comments

sydney.mOrgan Someone cast me as live action Rapunzel I'm ready  
Thank you for having me at this lovely event @ps\_arts ! I had a blast and even got to make my own flower crown :) Public school art programs have a special place in my heart ❤️

Supporting @ps\_arts and having the time of our lives 🥰🥰



## SPONSORSHIP LEVELS

P.S. ARTS is grateful to our sponsors who support our mission to advance equity and opportunity through arts education!

| Sponsor Benefits                                       | PRESENTING SPONSOR<br>\$100,000 | ART AFICIONADO<br>\$50,000 | ART DEVOTEE<br>\$25,000 | ART COLLECTOR<br>\$15,000 | ART ENTHUSIAST<br>\$10,000 | ART LOVER<br>\$5,000 | CREATIVITY BOOK PAGE<br>\$1,000 |
|--|---------------------------------|----------------------------|-------------------------|---------------------------|----------------------------|----------------------|---------------------------------|
| Branded Creativity Book Page                           | ✿                               | ✿                          | ✿                       | ✿                         | ✿                          | ✿                    | ✿                               |
| Name/Logo on Event Website                             | ✿                               | ✿                          | ✿                       | ✿                         | ✿                          | ✿                    | ✿                               |
| Event Tickets*   | 30                              | 20                         | 14                      | 10                        | 6                          | 4                    | 0                               |
| Name on Donor Wall                                     | ✿                               | ✿                          | ✿                       | ✿                         | ✿                          | ✿                    | ✿                               |
| Social Media Recognition                               | ✿                               | ✿                          | ✿                       | ✿                         | ✿                          | ✿                    |                                 |
| Co-branded Digital Content                             | ✿                               | ✿                          | ✿                       | ✿                         | ✿                          |                      |                                 |
| Branded Art Booth (Size)                               | 20' x 10'                       | 20' x 10'                  | 20' x 10'               | 10' x 10'                 | 10' x 10'                  | None                 | None                            |
| Name/Logo in Digital Invites                           | ✿                               | ✿                          | ✿                       | ✿                         |                            |                      |                                 |
| Name/Logo on Step & Repeat                             | ✿                               | ✿                          |                         |                           |                            |                      |                                 |
| Photographer at Step & Repeat                          | ✿                               |                            |                         |                           |                            |                      |                                 |
| Category Exclusivity                                   | ✿                               |                            |                         |                           |                            |                      |                                 |
| Number of Students Supported for an Entire School Year | 400                             | 200                        | 100                     | 60                        | 40                         | 20                   | 4                               |

\*\$50 of each ticket used is not tax deductible.



The **Express Yourself Creativity Book** is our take on a traditional tribute book. Comprising of fun art activities for all ages, this book is given to every event attendee.

# EXPRESS YOURSELF LEADERSHIP

- Carolyn & Damian Giangiacomo
- Tawny & David Krintzman
- Shari Rosenblum & Marc Botnick
- Shelton Wilder & Clark McCutchen
- Hayden & Robert Ellison
- Jessica & David Anderson
- Sunny & Jonathan Barach
- Aimee & Michael Blank
- Brielle & Charles Block
- Carleen Cappelletti
- Amanda & Ryan Davis
- Theresa de los Santos
- Adam & Danielle Del Deo
- Sadie & Brennan Diaz
- Amy Elbaum
- Jen & Justin Garratt
- Melanie & David Goldman
- Jennifer Golfman
- Steph & Mike Greenman
- Meredith & Eric Hall
- Casey Holt
- Alexandra & Evan Klebe
- Jenny Lupe
- Lydia & Nick McCutchen
- Emily Meyer
- Lauren & Simon Park
- Lauren & Blake Polisky
- Julia & Ian Richter
- Suzanne Rode & Brian Hunt
- Lacey Rose
- Starr Silver-Baker
- Maddie Stolper & Michael Henderson-Cohen
- Sharon & Jeffrey Stroll
- Allison Studin
- Wendy & Matt Sugarman
- Lauren & Ari Taitz
- Courtney Truet
- Jen Wexler
- Lauren & Alex Winnick



## P.S. ARTS BOARD

- Brielle Block
- Carleen Cappelletti
- Paul Cummins, *Founder, Trustee Emeritus*
- Shareef Farag, *Secretary*
- Marina Filipelli
- Laura Fox, *Immediate Past Board Chair*
- Carolyn Giangiacomo, *Board Chair*
- Debbie Gribbon, *Co-Vice Chair*
- Eric Hall, *Programs Committee Chair*
- Chi-Chien Hou, *Strategic Planning Task Force Chair*
- David Kahn, *Treasurer*
- Grace Kangdani
- Angie Karroum
- Tawny Krintzman
- Stephen McCray, *DEI Chair*
- Shelton Wilder
- Mary-Elizabeth Michaels
- Suzanne Rode
- Lacey Rose
- Shari Rosenblum
- Amanda Schuon
- Jose Vitela, *Co-Vice Chair*



P.S. ARTS is dedicated to advancing equity and opportunity for children and youth by providing arts education in systemically under-resourced schools and communities. Thank you for supporting our mission to bring arts education classes to public schools across California! You can see more images and a video of the event at [psarts.org/expressyourself](https://psarts.org/expressyourself)



QUESTIONS? CONTACT:  
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[www.psarts.org](http://www.psarts.org)