

USC CENTER ON PUBLIC DIPLOMACY

proudly presents



2023 GALA

Engaging with the World

Join us in celebrating innovation and accomplishment
in the field of public diplomacy and international
engagement through the inauguration of:

We are also pleased
to present our annual
**AMERI PRIZE FOR
INNOVATION IN
PUBLIC DIPLOMACY**
to

Alexander Hunt

*a U.S. Department of State
diplomat in Guinea leading
the charge to integrate
Artificial Intelligence into
public engagement.*



**THE EXCELLENCE IN
PUBLIC DIPLOMACY AWARD**

Stephen A. Schwarzman

*Chairman, CEO and
Co-Founder of Blackstone*

Tuesday, October 10, 2023

6:00pm to 9:00pm PT

6:00pm VIP Reception

6:15pm Check-in Opens

7:00pm Program Begins

The Beverly Hills Hotel

9641 SUNSET BLVD, BEVERLY HILLS, CA 90210

VALET PARKING AVAILABLE FOR \$22

Dear Friend:

The USC Center on Public Diplomacy (CPD) at the Annenberg School for Communication and Journalism is dedicated to enriching the study and practice of public diplomacy in pursuit of a more peaceful and prosperous world. Through research, convening and training, CPD is creating a space for connection, exchange and the advancement of global relations between scholars, practitioners and international leaders in the field.

In our commitment to advancing this growing academic field and expanding public diplomacy expertise, CPD has established a new award honoring a business leader whose innovation, vision, and accomplishment has strengthened peace and American goodwill through global collaboration.

This year we are proud to honor Stephen A. Schwarzman, Chairman and CEO of Blackstone, with our inaugural "Excellence in Public Diplomacy" award. Mr. Schwarzman has created a new standard for business leadership, global relations and philanthropic impact. In particular, the Schwarzman Scholars program provides an avenue for future leaders to deepen mutual understanding and foster long-lasting connections. The program exemplifies the best of America's civic culture of international engagement.

On October 10, 2023, CPD will host an awards gala in Los Angeles, California. Our first-ever gala will offer a robust program featuring Mr. Schwarzman and other thought leaders and luminaries from USC and the greater Los Angeles communities.

At the program, we will also be presenting our annual "Ameri Prize for Innovation in Public Diplomacy." This award recognizes U.S. public diplomacy professionals who devise innovative and scalable solutions for advancing foreign policy and international cooperation within the Department of State.

We invite you to consider joining our growing list of sponsors to support this event and CPD's mission. Sponsorship levels and benefits are available in the attachment.

We welcome the opportunity to speak with you and your team regarding this request and would be grateful for your response by September 15, 2023. For questions, please contact Janine Hurty, Director of Development at hurty@usc.edu. Thank you for your consideration.

Sincerely,

Jay Wang, PhD
Director

USC Center on
Public Diplomacy

Sponsorship Opportunities

\$50,000 – DIAMOND PRESENTING SPONSOR

- Two tables of ten with priority placement
- Ten invitations to the VIP reception with awardees
- Named co-sponsor of the banquet
- Opportunity to introduce an awardee on stage
- Prominent recognition with company logo included in the program, on stage presentations, event webpage and signage, including step and repeat
- Full spread (two-page) advertisement in event program
- Inclusion of promotional give away for all guests

\$25,000 – PLATINUM SPONSOR

- Two tables of ten with priority placement
- Six invitations to the VIP reception with awardees
- Prominent recognition with company logo included in the program, on stage presentations, event webpage and signage
- One full-page advertisement in event program
- Inclusion of promotional give away for all guests

\$15,000 – GOLD SPONSOR

- One table of ten
- Four invitations to the VIP reception with awardees
- Recognition with company logo included in the program, on stage presentations, event webpage and signage
- One half-page advertisement in event program

\$10,000 – SILVER SPONSOR

- One table of ten
- Recognition with company name included in the program, on stage presentations, event webpage and signage
- One quarter-page advertisement in event program

INDIVIDUAL TICKETS

\$1,000 – General Admission
\$2,500 – General Admission + VIP Reception

PROGRAM ADS

\$5,000 – Double-page Spread
\$2,500 – Full-page Ad
\$1,000 – Half-page Ad
\$500 – Quarter-page Ad

For more information about CPD, personalized sponsorship opportunities and advertising, please contact Janine Hurty at hurty@usc.edu or (213) 821-7459



About USC Annenberg's Center on Public Diplomacy

The USC Center on Public Diplomacy (CPD) at the Annenberg School is the world's preeminent academic institute dedicated to advancing and enriching the study and practice of public diplomacy. Established in 2003 at the University of Southern California, the Center is the definitive go-to destination for scholars, practitioners and international leaders in the field, pursuing an innovative research agenda to bridge the study-practice gap. The Center works daily to strengthen the field of public diplomacy by conducting research, providing training, organizing convenings, and celebrating achievement through awards such as the Ameri Prize for Innovation in Public Diplomacy and the Excellence in Public Diplomacy Award.

The value of public diplomacy—the act of engaging with foreign audiences—has increased significantly in light of the opportunities and strategic challenges facing the United States and other nations around the world. Given rapid technological change and a volatile global environment, connecting with foreign publics is more critical than ever to diplomatic statecraft and international stability. Improving global communication for international security and local prosperity—a virtually universal goal—is at the heart of contemporary public diplomacy. For more information on the Center on Public Diplomacy, please visit www.uscpublicdiplomacy.org.