



PRESENTS

LOUDER!

HOSTED BY
LEON FORD

*Raising Voices.
Raising Funds.
Fueling Change.*

February 21, 2026
6:00 PM – 10:00 PM

Rivers Casino Pittsburgh

Attire: Cocktail Attire



**RECOGNIZING
THE WORK &
AMPLIFYING
THE WHY.**

ABOUT **THE HEAR FOUNDATION**

Co-founded by Leon Ford, a survivor and community leader, and former **Pittsburgh Police Chief Scott Schubert**, The Hear Foundation is a cross-sector movement rooted in healing, accountability, and collaboration.

With support from grassroots organizers, nonprofit leaders, public safety professionals, and mental health experts, the Foundation brings together residents, police, and national thought leaders to listen, learn, and lead meaningful change.

Focused on gun violence reduction, trauma recovery, and workforce development, The Hear Foundation invests in bold solutions to create safer, more connected communities — because safety begins with trust, and change begins with all of us.



ABOUT **LOUDER!** HOSTED BY LEON FORD

LOUDER! is not your typical gala — it's a high-impact fundraiser and celebration of courage, community, and change. Hosted by activist and visionary Leon Ford, this unforgettable evening raises critical funds to advance **The Hear Foundation's mission: building safe, empowered communities through trauma-informed advocacy, youth programming, and systems change.**

Set at the elegant Rivers Casino Ballroom, LOUDER brings together civic leaders, changemakers, and supporters for a night that uplifts the voices driving equity — and honors the everyday heroes making it happen.

This year's event will shine a spotlight on local honorees who embody the values of The Hear Foundation, as we celebrate their contributions and amplify their impact.

Guests will experience:

- Powerful storytelling, community tributes, and live performances
- Honoree presentations and surprise awards
- Gourmet food and premium cocktails
- DJ and musical entertainment
- Exclusive silent auction and 50/50 raffles
- High-energy fundraising for real, lasting change

**LOUDER is where mission
meets movement –
Recognizing the Work.
Amplifying the Why.**

THE PROGRAM – A NIGHT TO GET LOUDER FOR CHANGE

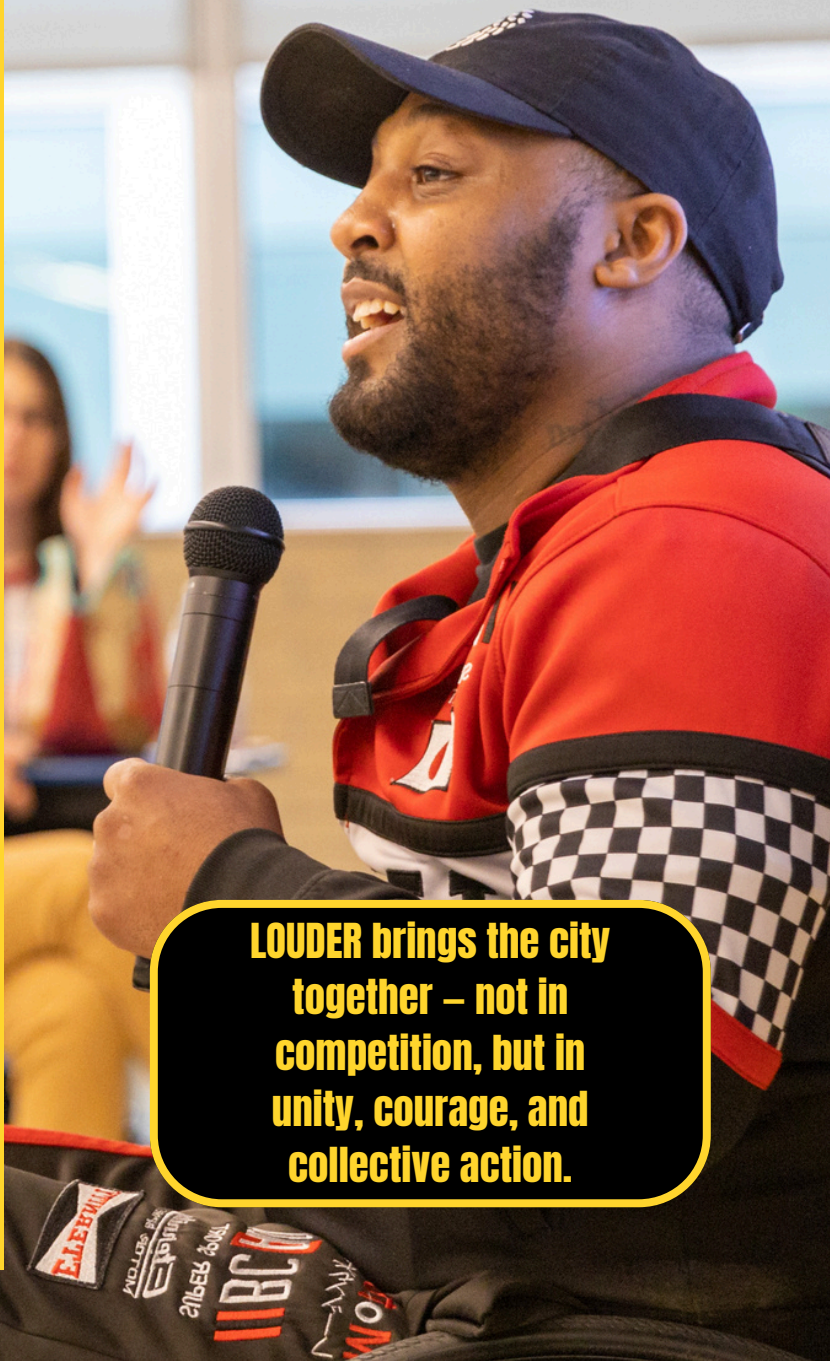
IMPACT. INSPIRATION.
AMPLIFICATION.

This isn't just a gala — it's a bold and immersive experience designed to uplift voices, galvanize community, and fund the movement.

Expect a powerful evening that blends storytelling, recognition, and real action:

- Spotlight Tributes honoring local changemakers, activists, artists, and advocates
- Multimedia storytelling moments that give voice to community truths and triumphs
- Live performances that energize, uplift, and move the room
- Hosted segments by Leon Ford — guiding the night with purpose and presence
- Surprise recognitions that celebrate the spirit of Pittsburgh resilience

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Rather than step into a ring, guests step into a shared purpose — to listen, to amplify, and to fuel change.

A man with a beard, wearing a dark blue baseball cap and a red jacket with black and white checkered sleeves, is speaking into a black microphone. He is looking upwards and to the left. In the background, other people are visible, including a woman in a red top who is clapping.

**LOUDER brings the city
together – not in
competition, but in
unity, courage, and
collective action.**

SPONSORSHIP LEVELS

\$25,000 — Title Megaphone Sponsor

Make your message impossible to ignore. As our premier sponsor, your brand sets the tone and takes the spotlight throughout the entire evening.

Benefits:

- Top-tier naming rights (e.g. "LOUDER, presented by [Your Brand]")
- Premier logo placement on all materials: web, print, merch, step & repeat, and signage
- 8 VIP tickets with exclusive access to Private VIP Reception
- Premium on-stage logo placement and digital screen presence
- On-site speaking opportunity or brand mention during the program
- Meet-and-greet with Leon Ford and other honored guests
- Dedicated branded content in event email blasts
- Custom product or message placement in gift bags or giveaways
- Featured social media spotlight leading up to and post-event
- Prominent on-site activation and branding space

\$15,000 — Amplifier Sponsor

Turn up the volume on your impact. This sponsorship level ensures your brand resonates across the room and across the region, with premium visibility and authentic engagement.

Benefits:

- Logo featured on all event collateral — website, printed materials, digital screens, signage, and merchandise
- 6 VIP tickets with access to the Private VIP Reception
- Meet-and-greet opportunities with Leon Ford and special guests
- Logo placement on stage, badges, and venue displays
- Brand inclusion in email blasts before and after the event
- Product or promotional placement in guest gift bags or on-site giveaways
- Dedicated highlight across LOUDER's social media platforms
- Prominent signage and branding throughout the venue

A background image showing three people smiling at a social event. On the left, a man with a beard and a colorful shirt. In the center, a woman with curly hair and a red top. On the right, a woman with a headband and a pink top.

\$7,500 – Mic Check Sponsor

Make your message echo through the movement. This level amplifies your support for community changemakers while putting your brand in front of engaged leaders, innovators, and influencers.

Benefits:

- 4 VIP tickets with access to the Private VIP Reception
- Meet-and-greet with Leon Ford and featured honorees
- Product placement in swag bags or on-site giveaways
- Logo placement on the event website, printed program, and venue signage
- Dedicated shout-out on LOUDER's social media channels

\$5,000 – Broadcast Sponsor

Be part of the movement. Fuel the momentum. Your support strengthens the HEAR Foundation's work and puts your brand in front of a passionate, change-driven audience.

Benefits:

- 3 VIP tickets with access to the Private VIP Reception
- Meet-and-greet with Leon Ford and featured honorees
- Logo placement on event website, printed program, and venue signage
- Dedicated shout-out on LOUDER's social media channels

\$2,500 – Echo Sponsor

Stand with us. Be seen. Be counted.

Your support sends a message — you believe in amplifying justice, community, and real change.

Benefits:

- 2 VIP tickets + VIP Private Party access
- Logo on website, programs, signage

Program Book Ads

- Full Page (5.5" x 8.5") – \$500
- Half Page (5.5" x 4") – \$250
- Business Card (3.5" x 2") – \$100

WHY SPONSOR?

Sponsorship means more than logo placement — it means standing ringside for healing, justice, and youth empowerment.

Your support fuels programs that:

- Build community trust and restorative solutions
- Uplift young leaders and formerly incarcerated individuals
- Bridge gaps between systems and the people they serve

Visibility – Connect with hundreds of attendees, media outlets, and influential leaders

Impact – Support an urgent cause that resonates deeply with today's values

Engagement – Activate your team through meaningful involvement



A photograph of a man with a beard, wearing a white shirt and a dark vest, sitting in a wheelchair on a stage. He is looking up and to the right, with his right hand raised in a gesture. In the background, a large audience is seated in a theater, some of whom are clapping. The stage is lit with warm lights, and a microphone stand is visible in the foreground. The overall atmosphere is one of a formal event or performance.

CONTACT

For more information or to confirm your sponsorship, please contact:

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