

RVR
PRO
STUDIOS

WNBA ALL STAR WEEK
/ 2026

LIVING ON PURPOSE | ALL-STAR IMPACT HOUSE

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/ 2026

EVENT DECK

OVERVIEW

The All-Star Impact House is a first-of-its-kind, invitation-only experience produced by Living on Purpose during WNBA All-Star Weekend in Chicago to be held on Friday, July 24th 2026. This is not a watch party. This is not a typical gala. This is a full-day and evening destination that brings together WNBA and NBA athletes, Living Legends, high-profile executives, investors, creators, educators, and philanthropists — united by one shared mission: to make purpose, equity, and empowerment the new standard of success.

The day is Architected in Two Distinct Acts:

ACT I — ALL-STAR IMPACT SUMMIT & VENTURE CHALLENGE

Co-presented by Rhymes with Reason

9:00 AM – 4:00 PM

A full-day immersive youth innovation experience co-produced by Living on Purpose x Rhymes with Reason — combining athlete keynotes, power panels, financial literacy workshops, a live scholarship presentation, and the Venture Challenge in which Chicago high school students build and pitch real venture concepts around the future of women's sports.

ACT II — ALL IN FOR ATHLETES CASINO ROYALE NIGHT

THE KIMPTON GRAY HOTEL

8:00 PM – 1:00 AM

A high-energy, casino-inspired evening at the iconic Kimpton Gray Hotel — 122 W Monroe Street, Chicago. Casino-style tables, live entertainment, elevated cocktail experiences, branded activations, and a powerful live giving moment benefiting Living on Purpose.

The All-Star Impact House is not adjacent to the cultural moment. It IS the cultural moment — for the people in that room and the communities they serve.

Sponsorship



ACT I

Co-presented by Living on Purpose x Rhymes with Reason

ABOUT THE EXPERIENCE

The All-Star Impact Summit & Venture Challenge is a one-day immersive youth innovation experience taking place during WNBA All-Star Weekend in Chicago, co-produced by Living on Purpose and Rhymes with Reason. High school students from across Chicago will collaborate in teams to develop real business ideas, campaigns, and social ventures focused on one central challenge:

“How do we grow revenue, investment, and cultural capital for women’s sports?”

Students will participate in a high-energy experience combining entrepreneurship, sports business, storytelling, collaboration, and social impact — while learning directly from athletes, founders, creatives, and industry professionals. At the end of the day, teams pitch their ideas live to a panel of judges and community leaders.

What Students Will Do

- Build investor-style pitch decks and venture concepts
- Explore careers in sports, media, business, marketing, and entrepreneurship
- Learn how brands, athletes, and organizations create economic impact
- Collaborate with students from schools across Chicago
- Develop public speaking, teamwork, and leadership skills
- Receive mentorship from athletes, entrepreneurs, and professionals
- Present original ideas focused on the future of women’s sports

Potential Student Concepts May Include:

- Sports Media Platforms
- Sponsorship Campaigns
- Youth Initiatives
- Merchandise Brands
- Community Programs
- Technology Solutions
- Fan Engagement Experiences
- Athlete Advocacy Organization

ACT I – PROGRAMMING

ACT I - Full Day Schedule		
TIME	SESSION	DESCRIPTION
9:00 AM	Welcome & Check-In	Student teams arrive, register, and receive their challenge brief. Mentor introductions and community building.
9:30 AM	Opening Remarks	Welcome from LOP Co-Founders Tiffany ‘Tip’ Hayes and Mariah Cooks, and Rhymes with Reason Founder Austin Martin.
10:00 AM	Challenge Launch & Team Formation	The central challenge is introduced. Students form cross-school teams and begin ideating their venture concepts
11:00 AM	VIP & Sponsor Doors Open	Adult guests and VIP attendees arrive. Networking, sponsor activations open. Light brunch served.
11:45 PM	Panel: Money, Power & Purpose	High-level conversation on wealth-building, financial literacy, and closing the equity gap. Athletes, investors, and finance executives in moderated discussion.
12:30 PM	Workshop Block & Mentorship	Students work with mentors to refine their venture concepts and build their pitch decks. Breakout sessions by track: media, business, community, tech.
2:30 PM	Panel: Athletes On Purpose	Women athletes discuss life beyond sport — entrepreneurship, mental health, community impact, and leading with intention.
3:15 PM	Venture Challenge Finals + Live Scholarship Presentation	Student teams pitch live to judges. LOP presents a scholarship award on stage. Donor matching moment. Powerful, visibleimpact for sponsors.
4:00 PM	Daytime Close & VIP Reception	Act I concludes. Awards announced. Venue begins transformation to Casino Royale Night.



ACT I

Co-presented by Living on Purpose x Rhymes with Reason

WHY THIS MATTERS

Women's sports are experiencing unprecedented growth across media, sponsorship, and cultural influence. This summit gives Chicago students the opportunity to engage directly with one of the fastest-growing movements in sports while learning how innovation, entrepreneurship, and storytelling shape industries and communities. Students are not simply attending an event — they are being challenged to think like founders, strategists, creators, and changemakers. The experience combines real-world mentorship with hands-on application, producing measurable growth in entrepreneurial thinking, public speaking, and leadership confidence.

PROVEN IMPACT — RHYMES WITH REASON

Rhymes with Reason has facilitated youth entrepreneurship and social impact summits with school districts and education partners across the country. Outcomes data demonstrates consistent, measurable growth across student cohorts.

Who Should Participate

The All-Star Impact Summit & Venture Challenge is ideal for high school students ages 14–18 interested in:

- Sports
- Entrepreneurship
- Business
- Media & Marketing
- Technology
- Leadership
- Communications
- Social Impact & Community Change

Schools are encouraged to nominate students who are creative, collaborative, curious, and eager to lead.



ACT I – PARTNERS

LIVING ON PURPOSE

A purpose-driven nonprofit organization focused on athlete impact, housing stability, financial literacy, and community empowerment. LOP produces the full All-Star Impact House experience and brings WNBA All-Star Weekend's cultural moment to this summit.

Mariah Cooks, Co-Founder & CEO ·
Team@living-on-purpose.org

RHYMES WITH REASON

An award-winning education and youth innovation organization that has facilitated social entrepreneurship summits with school districts and education partners across the country. RWR brings the proven curriculum, facilitation expertise, and youth innovation framework to the summit.

Austin Martin, Founder ·
austin@rhymeswithreason.com

ACT II – ALL IN FOR ATHLETES

Evening Event: 8:00 PM – 1:00 AM | The Kimpton Gray Hotel, 122 W Monroe Street, Chicago, IL 60603

OVERVIEW

The evening flips the script — taking the themes of money, investment, and strategy from the afternoon and placing them in an elevated casino-inspired setting at one of Chicago’s most distinguished landmark venues. The Kimpton Gray Hotel, housed in the former New York Life Building in the heart of the Loop, brings the polish and presence this event deserves.

- Casino-style game tables — Blackjack, roulette, and poker. No real money wagered. Guests play for prizes and bragging rights.
- Elevated cocktail experience — Branded bars, signature cocktails, and curated lounge spaces throughout the venue.
- Live entertainment — DJ, curated playlist, and live performance moments throughout the evening.
- Bet On Yourself Photo Booth — Branded content capture with every guest. Maximum social media engagement.
- Live impact and giving moment — An audience pledge and live fundraising segment that makes every guest a participant in the mission.
- VIP gifting suite — Curated gifts and experiences for VIP guests and talent.
- Branded sponsor activations — Casino-style tables, lounge takeovers, and interactive experiences woven throughout the evening.
- Athlete meet-and-greet moments — Structured, memorable interactions between VIP guests and athlete talent.
- Step-and-repeat and content capture — Professional photo moments and content creation throughout the full event.

ACT II – ALL IN FOR ATHLETES

WHO'S IN THE ROOM

All In For Athletes is deliberately curated. Every person in the room was invited because they are actively shaping the conversations around athletics, equity, wealth, and social change.

- WNBA All-Stars & current professional athletes
- NBA veterans, Living Legends & athlete ambassadors
- Venture capitalists & family offices
- Fortune 500 executives & corporate partners
- Founders, creators & social entrepreneurs
- Nonprofit leaders & philanthropists
- Impact investors & angel investors
- Community builders & civic leaders
- Educators & academic leaders
- Youth scholarship recipients & LOP program participants

WHY THIS MOMENT MATTERS

WNBA All-Star Weekend has become one of the most culturally significant events in American sports. Viewership, attendance, and media coverage have grown dramatically year over year. The 2026 All-Star Game at the United Center on Saturday, July 25 makes Chicago the epicenter of women's basketball, cultural influence, and civic energy for that entire weekend.

Living on Purpose's All-Star Impact House positions your brand at the precise intersection of athletics, equity, and social impact — in front of the exact people who are actively shaping those conversations, controlling capital, and building the institutions of the next generation.

The Casino Royale Night at the Kimpton Gray Hotel — one of Chicago's most storied and luxurious landmark venues in the heart of the Loop — provides the elevated backdrop that matches the caliber of this audience. The Gray's Boleo rooftop lounge and Vol. 39 cocktail bar create a layered, sophisticated environment that keeps guests engaged from 8 PM through 1 AM.



SPONSORSHIP LEVELS

All sponsorships are tax-deductible to the fullest extent allowed by law. Living on Purpose is an active 501(c)(3) organization in good standing. EIN: 31-1601637.

LEVEL	INVESTMENT	RECOGNITION & BRANDING	PARTICIPATION & ACTIVATION
TITLE \$50,000	Named co-presenter of full event 10 VIP tickets	Largest logo: step-and-repeat, stage, all signage, all digital Verbal recognition at key program moments Featured in all pre/post event communications Dedicated thank-you in post-event recap content	Premier branded activation zone (casino table and/or named experience) Option to co-own ‘Bet On Yourself’ Photo Booth Option to own the Keynote or a daytime panel 5-minute branded presentation moment First right of refusal for 2027 event VIP concierge experience for executive guests
PLATINUM \$25,000	Prominent logo on step-and-repeat + select signage 8 VIP tickets	Recognition in all digital pre/post communications On-site verbal acknowledgement at welcome or closing Inclusion in sponsor thank-you content	Featured branded activation (game table or lounge experience) Option to sponsor the Live Scholarship Matching Moment Optional 60–90 second sponsor-hosted segment during event

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LEVEL	INVESTMENT	RECOGNITION & BRANDING	PARTICIPATION & ACTIVATION
GOLD \$15,000	Secondary logo on event signage 6 VIP tickets	Recognition in select digital communications Inclusion in sponsor thank-you list	Branded game table or interactive station Opportunity to sponsor Finance Hackathon or daytime workshop Branded giveaway item opportunity
SILVER \$10,000	Logo on select signage 4 VIP tickets	Inclusion in sponsor thank-you list Recognition in select digital content	Shared activation area or branded table presence Opportunity to include materials in sponsor display or gifting area
BRONZE \$5,000	Name/logo in thank-you list 2 VIP tickets	On-site recognition on group sponsor board Social media recognition post-event	Opportunity to include a branded item in guest gifting

NAMED SPONSORSHIP OPPORTUNITIES

In addition to tier-level sponsorships, the following specific activations are available for exclusive named sponsorship. Named opportunities may be secured as standalone investments or as add-ons to an existing tier.

NAMED OPPORTUNITY	WHAT YOU OWN
All-Star Impact Summit Presenting Sponsor	Exclusive ownership of the full Act I education programming block — maximum visibility with the most engaged audience of the day.
Playing Chips: “Bet On Yourself” Sponsor	Named presenting sponsor of the playing chips that are used for Casino Night. .
Money, Power & Purpose Panel Sponsor	Named presenting sponsor of the flagship financial literacy panel. Your brand aligned with economic empowerment.
Venture Challenge Sponsor	Name the youth innovation competition. Your brand on all materials, prizes, and the live pitch segment.
Live Scholarship Matching Sponsor	Your pledge matched live on stage in real time. One of the most visible and emotional impact moments of the entire event.
Casino Royale Night Presenting Sponsor	Named presenting sponsor of the full evening at the Kimpton Gray Hotel. Top visibility during the highest-energy segment.
Bet On Yourself Photo Booth	Branded photo activation with every guest. Maximum content creation and social media reach.
Live Impact Giving Moment	Own the evening’s storytelling and live fundraising segment.Your brand becomes the catalyst for community change.
Daytime Close & VIP Reception	Act I concludes. Awards announced. Venue begins transformation to Casino Royale Night.
VIP + Talent Hospitality	Own the green room, gifting, and concierge experience for VIP and athlete talent.
Kimpton Gray Official Hotel Block Sponsor	Branded hotel room block or accommodation sponsorship for talent and VIP guests at the event venue.
Transportation Sponsor	Official event ride service or talent transit — branded door to door.
Media + Content Capture Sponsor	Step-and-repeat, interview corner, and post-event recap content ownership.

IN-KIND SPONSORSHIP

Monetary sponsorships are not the only way to power All-Star Impact. We welcome in-kind partners who contribute goods, services, or experiences that make the event possible. All in-kind contributions are tax-deductible to the fullest extent permitted by law and receive recognition equivalent to their market-rate sponsorship tier.

IN-KIND CATEGORY	EXAMPLES & DESCRIPTIONS
Hotel & Accommodations	Official hotel block or complimentary rooms for speakers, athletes, and VIP talent at or near the Kimpton Gray Hotel, Chicago.
Food & Beverage	Act I lunch catering, Act II cocktail service, branded bar sponsorship, or specialty beverage partner for the Casino Royale Night.
Prizes & Guest Gifting	Products, experiences, or award prizes for Venture Challenge winners, athlete giveaways, and the Casino Royale VIP gifting suite.
Transportation	Official event rideshare or ground transportation for talent, speakers, and VIP guests throughout July 24.
Event Production & AV	Sound, lighting, screens, staging, or streaming technology support for Act I or Act II.
Printing & Branded Materials	Event signage, collateral, programs, badges, step-and-repeat banners, or participant materials.
Photography & Videography	Professional content capture for Act I programming and/or the Casino Royale Night at the Kimpton Gray.
Other Professional Services	Security, staffing, floral, entertainment booking, or other professional services with documented market value.

In-kind partners receive recognition equivalent to their contribution’s market value. Naming rights and brand placement are assigned based on tier equivalency. Contact Team@living-on-purpose.org to discuss in-kind partnership options.



WHY SPONSOR?

THE AUDIENCE IS UNMATCHED

The room at the All-Star Impact House includes the exact people that brands, foundations, and institutions spend enormous resources trying to reach: athletes with massive platforms, investors controlling capital, executives making procurement and partnership decisions, and community leaders shaping the narrative around equity and opportunity. They are all in one room, in a high-trust, purpose-driven setting, for a full day.

THE TIMING IS PERFECT

WNBA All-Star Weekend in Chicago is a major cultural event. The 2026 All-Star Game at the United Center on July 25 will draw national and international media attention. Brands associated with the surrounding weekend — especially with a high-caliber, invitation-only experience like the All-Star Impact House — benefit from the full wave of cultural attention.

THE VENUE ELEVATES EVERYTHING

Casino Royale Night at the Kimpton Gray Hotel brings the prestige of one of Chicago's most celebrated landmark buildings — a Beaux Arts masterpiece in the heart of the Loop at 122 W Monroe Street. With its Georgia Gray marble interiors, Boleo rooftop lounge with retractable glass roof, and law library-themed cocktail bar, the Kimpton Gray creates an environment of elevated luxury that aligns perfectly with the LOP brand and the caliber of guests in attendance.

THE MISSION IS THE MESSAGE

Living on Purpose's work — closing the generational wealth gap, building housing stability, empowering athletes, youth, and women — resonates deeply with consumers, employees, and stakeholders who increasingly expect brands to stand for something. A sponsorship here is a statement about what your organization values and who it stands with.

THE IMPACT IS REAL AND VISIBLE

Every dollar raised at the All-Star Impact House goes directly to Living on Purpose's programs: transitional housing for youth, scholarships for athletes, and financial literacy workshops for women and families. Sponsors receive recognition at the event, in all communications, and in LOP's annual impact reporting.

THANK YOU



TEAM@LIVING-ON-PURPOSE.ORG