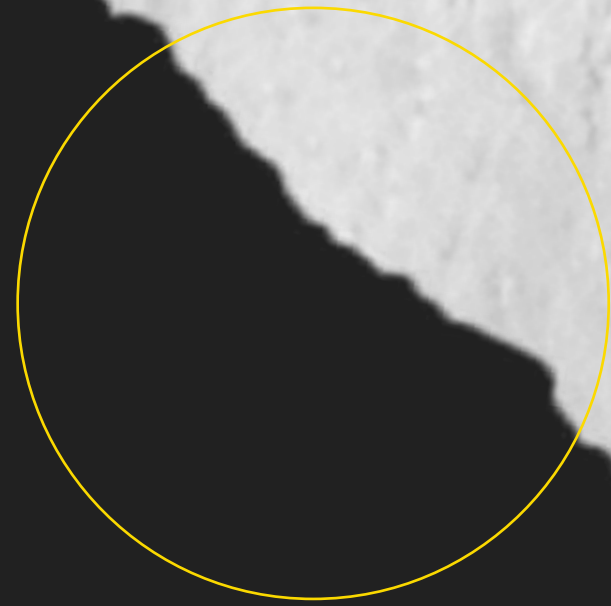


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# u know, you know



**UNDER  
RPRSNTD**

saint paul

[underrepresented.social](http://underrepresented.social)



# *underrepresented the team*

UnderRepresented is a Creative Collective focused on amplifying diverse voices in creative spaces.

We specialize in education, community engagement, and experiential events.



**Cornel Beard**  
Creative Direction  
@ UnderRepresented



**Alvan Washington**  
Producer & Strategy  
@ UnderRepresented



**Sabrina Pietz**  
Senior Designer  
@ 10Thousand Design



**Calvin Buchanan**  
Creative Director  
@ Alianz

*to team event team event team*



# ***if you know, you know***

IYKYK is a interactive networking mixer for professional creatives + changemakers of diverse backgrounds who want to elevate their social network, make genuine connections and grow this creative community.





# ***the objective***

**To grow and retain local multicultural talent.**

Creating a space specific for multicultural talent allows for easier community building and a sense of belonging. This creates a network of great talent and desire to own your home city.

IYKYK will act as an access point to not only build connections, but share opportunities, provide resources, and update the community on what is happening in the city.





# *why networking matters?*

Cities that have a supportive community and an open professional network consistently over time, have greater talent retention success.

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**UNDER  
RPRSNTD**



# *what makes iykyk unique?*

## **Diverse Leadership**

The event will be produced and hosted by local creative industry leaders from diverse backgrounds.

## **Activation Stations**

UR will have branded activation stations for attendees to create and interactive with sponsored merchandising to keep post event.

## **Live Entertainment**

UR will alwayd keep good vibes and make connecting easy with live DJ and other networking activities.

## **Post-event Community Follow-Up**

Attendees will have an opportunity to join our Email List and Discord community group to stay in contact or connect with other members they may have missed.



# iykyk partners

## We are looking for partners to do the following:

Supply the venue and make a monetary contribution to the UnderRepresented platform that'll be used to fund the UR mission, pay event staff and access to event attendees.

## Partners will receive the following benefits

Brand presence at the event

Brand presence on print and digital collateral

Feature on UR podcast

25 VIP Tickets

**Administrative Fee \$10,000**

benefits partner benefits partner

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# *tour sponsor*

The tour sponsor package is meant for agencies or organizations that want to contribute to UnderRepresented and immerse themselves and team with the UR community.

## **Sponsor will receive the following benefits**

Brand presence at the event throughout tour

Brand presence on print and digital collateral for duration of tour

Feature on UR podcast

15 VIP Tickets

**Administrative Fee \$6,000**

benefits sponsor benefits sports

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# *iykyk* *supporter*

The supporter package is meant for individuals or small organizations that want to contribute to UnderRepresented and immerse themselves and team with the UR community

## Supporters will receive the following benefits

2 VIP Tickets

Feature on Instagram story and highlights

**Administrative Fee \$500**



# ***tentative schedule***

- ◆ November 2022
- ◆ January 2023
- ◆ February 2023
- ◆ April 2023
- ◆ May 2023
- ◆ July 2023

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3D yellow Chinese characters: 喜氣洋洋