



WHITE LOTUS 2026

EXECUTIVE PARTNERSHIP BRIEF

Invest in the next generation of Bay Area leaders.

September 12, 2026 | 4:00 PM - 9:00 PM
Mare Island Brewing Company | Mare Island / Vallejo, California

\$400,000 Campaign Goal

sponsortdrf.org

THE OPPORTUNITY

A premier Bay Area platform for culture, leadership and measurable community impact.

White Lotus brings corporate leaders, community advocates, professionals, entrepreneurs and cultural influencers together to advance the year-round mission of the Darryl Reed Foundation.

20,000+

Cumulative event attendees

4,000

Expected 2026 attendance

\$400K

2026 campaign goal

40%

Of proceeds support programming

Second chances create future leaders.

The 2026 campaign is designed to fund an exceptional annual experience while expanding the Foundation's capacity to deliver mentorship, violence-prevention work, entrepreneurship education, financial literacy and direct community support.



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One second chance became a mission to create thousands more.

Darryl Reed transformed personal experience into sustained community service, using mentorship, public speaking and positive role modeling to help young people make stronger decisions and see broader possibilities.



OAKLAND ROOTS

A lifelong connection to communities affected by violence, limited opportunity and the war on drugs.

EXECUTIVE CLEMENCY

Granted clemency by President Barack Obama in 2016.

FOUNDATION ESTABLISHED

The Darryl Reed Foundation began its work in 2017.

YEAR-ROUND MISSION

Mentorship, violence prevention, leadership, entrepreneurship, financial literacy, cultural engagement and community giving.

"The next generation deserves more than hope. It deserves access, guidance and visible opportunity."

Year-round work. Measurable community purpose.

The Foundation operates across three connected charitable activity areas.

45%	Youth Mentorship, Public Speaking and Community Violence Prevention Mentorship, school assemblies, one-on-one guidance, violence prevention, youth mediation, entrepreneurship, financial literacy and leadership development.
35%	Community Awareness, Cultural and Entertainment Events Positive intergenerational experiences that strengthen relationships, increase mission awareness and mobilize business, nonprofit and civic participation.
20%	Toy Drives, School Supplies and Community Giveaways Annual holiday giving, school-supply support and direct community assistance for children and families experiencing hardship.

285	22	16	500+
Youth served since 2024	Schools and organizations	Workshops delivered	Volunteer hours annually

Verified program examples

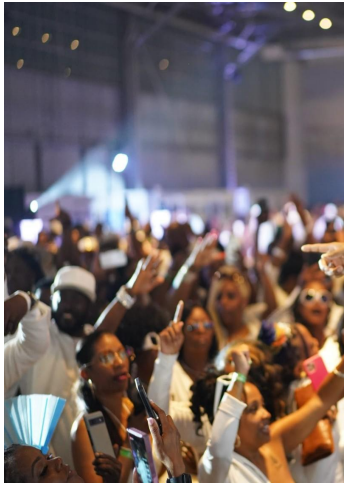
The Foundation reports conducting an annual Christmas toy giveaway with Youth Uprising since 2017 and made a \$5,000 school-supply contribution to Elite School in Vallejo in December 2025.

AUDIENCE AND REACH

A multigenerational professional audience across Northern California.

White Lotus reaches working professionals, entrepreneurs, business owners, community leaders and cultural influencers throughout the greater Bay Area and Sacramento region.

7,500+	50,000+	30-60	80%
Email outreach list	Combined social reach	Primary audience age range	Working and middle-class professionals



REGIONAL FOOTPRINT

Silicon Valley | San Francisco | Alameda County | Solano County | Sacramento | Greater Bay Area

PROFESSIONAL COMPOSITION

Technology, healthcare, corporate professionals, skilled trades, transportation, owner-operators, entrepreneurs, public service, nonprofit leadership and community leadership.

CULTURAL HISTORY

Moments that built the tradition.

Previous Foundation events have brought together cultural figures, community leaders and large multigenerational audiences. Historical participation does not imply 2026 endorsement or attendance.



Historical event imagery featuring invited guests and performers from prior Foundation experiences.

Cultural credibility in service of purpose

Entertainment and hospitality create the gathering. The Foundation's mission - mentorship, violence prevention, leadership development and community opportunity - gives the gathering its purpose.

Previous events have featured or collaborated with cultural figures including E-40, Trina, B-Legit, Yo-Yo, Doug E. Fresh, MC Hammer, DJ Quik, Fabolous, Too Short, RBL Posse, Whodini and D'Wayne Wiggins of Tony! Toni! Tone!.

CIVIC RECOGNITION

Service recognized by regional leadership.

In September 2025, the Darryl Reed Foundation received a Solano County proclamation recognizing its service, leadership and community impact.



Recognition reinforces public credibility but does not constitute government sponsorship or endorsement of the 2026 campaign.

Institutional credentials

Darryl Reed Foundation | Founded 2017 | Public Charity Classification 170(b)(1)(A)(vi) | EIN 82-3182347 | 5648 Bay Street, Suite 612, Emeryville, CA 94608

Why companies invest.

White Lotus offers a credible way to connect corporate community priorities with measurable regional engagement.

COMMUNITY IMPACT

Support youth mentorship, violence prevention, financial literacy, entrepreneurship and direct community assistance.

EMPLOYEE ENGAGEMENT

Create structured opportunities for employees and leaders to volunteer, mentor, speak and participate.

BRAND AND EXECUTIVE VISIBILITY

Connect with professionals, entrepreneurs, cultural leaders, nonprofit organizations and regional stakeholders.

LONG-TERM PARTNERSHIP

Build a relationship that can extend beyond one evening through program underwriting, employee engagement and annual reporting.

PARTNERSHIP PATHWAY

DISCOVER -> CONVERSATION -> CUSTOM PROPOSAL -> AGREEMENT -> ACTIVATION -> IMPACT
REPORTING

A structured portfolio for corporate and community investment.

All benefits are subject to the executed sponsorship agreement, production deadlines, inventory and Foundation approval.

PRESENTING IMPACT PARTNER

\$75,000

1 exclusive

- Event presented-by recognition, subject to agreement
- 20 VIP admissions with premium reserved hospitality
- Category exclusivity
- Premium on-site activation footprint up to 20' x 20'
- Top-tier logo placement across approved campaign assets
- Executive recognition from stage and opportunity for brief remarks
- Dedicated digital spotlight and inclusion in sponsor communications
- Employee engagement or mentorship activation planning
- Post-event impact and benefit-fulfillment report

FUTURE LEADERS PARTNER

\$50,000

Up to 2

- 16 VIP admissions with reserved hospitality
- Prominent logo placement and stage recognition
- Activation footprint up to 10' x 20'
- Executive participation in a designated program moment
- Dedicated social/digital recognition
- Employee engagement planning
- Post-event impact report

COMMUNITY TRANSFORMATION PARTNER

\$25,000

Up to 4

- 12 VIP admissions
- Prominent logo placement
- Activation footprint up to 10' x 10'
- Stage and digital recognition
- One employee engagement opportunity
- Post-event benefit summary

SIGNATURE EXPERIENCE PARTNER

\$15,000

Up to 6

- 8 VIP admissions
- Logo placement on selected event and digital materials
- Activation opportunity, subject to inventory
- On-stage acknowledgment
- Social-media recognition

LEADERSHIP PARTNER

\$10,000

Up to 8

- 6 event admissions, including designated VIP access
- Logo recognition on website and selected signage
- Digital sponsor acknowledgment
- Event recognition

COMMUNITY PARTNER

\$5,000

Limited

- 4 event admissions
- Logo or name recognition on sponsor webpage
- Selected digital acknowledgment
- Community partner listing

CAMPAIGN TERMS AND NEXT STEP

Confirm by July 31 for maximum campaign visibility.

Final sponsorship commitments are requested by August 21, 2026, subject to production schedules and available inventory.

COMMITMENT AND INVOICING An invoice will be issued after the sponsorship commitment and principal terms are confirmed.

PAYMENT METHODS Payment may be made by check, electronic transfer, or wire to the Darryl Reed Foundation.

INSTALLMENTS Installment schedules are permitted when documented and mutually agreed by both parties.

BENEFIT FULFILLMENT Naming rights, activation rights, exclusivity, speaking opportunities, logo placement, hospitality, and other deliverables are subject to the executed sponsorship agreement, production deadlines, and available inventory.

CANCELLATION Sponsorship commitments are generally non-refundable because funds are committed to event production and charitable programming. If the event is rescheduled, benefits will transfer to the rescheduled date. If the event cannot be held, the Foundation will make reasonable efforts to provide equivalent recognition, digital benefits, or credit toward a future Foundation event, as agreed in writing.

TAX LANGUAGE The Darryl Reed Foundation is a public charity under classification 170(b)(1)(A)(vi), EIN 82-3182347. Sponsorship payments may be tax-deductible to the extent permitted by law, reduced by the fair market value of goods or services received. Sponsors should consult their tax advisers regarding deductibility.

Become a White Lotus 2026 Partner

Rasun Allah | Rasun@usefech.com | 310-986-1094
sponsortdrf.org | www.darrylreedfoundation.com



DARRYL REED FOUNDATION
5648 Bay Street, Suite 612, Emeryville, CA 94608
170(b)(1)(A)(vi)