



WHYY
LIFELONG
LEARNING
AWARD

Presented to

MALALA YOUSAFZAI

APRIL 14, 2026 • 5:30 PM at WHYY

WHYY will proudly present the 2026 Lifelong Learning Award to Malala Yousafzai, Nobel Peace Prize laureate, author, and global advocate for girls' education. The evening will feature a live interview with Malala hosted by Terry Gross, who is marking her golden jubilee year with *Fresh Air*, a fitting tribute to two remarkable women who embody the spirit of curiosity, courage, and learning that WHYY champions.

About Malala Yousafzai

Malala Yousafzai is a Pakistani activist for girls' education and the youngest recipient of the Nobel Peace Prize. After surviving an assassination attempt by the Taliban at age 15, Malala became a leading voice for education access worldwide. Through the Malala Fund, she continues to advocate for every girl's right to 12 years of free, safe, quality education. A graduate of Oxford University – and author of *I Am Malala* and *Finding My Way*, she is a tireless humanitarian. Malala has inspired millions with her intellect, resilience, and unwavering belief in the transformative power of learning.

Why Malala is WHYY's 2026 Honoree

The WHYY Lifelong Learning Award celebrates individuals who expand our understanding of the world and advance the pursuit of knowledge for all. Malala's courage, advocacy, and lifelong commitment to education reflect WHYY's mission to inform, inspire, and foster a more engaged and enlightened community.



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SPONSORSHIP OPPORTUNITIES

Sponsoring WHYY's 2026 Lifelong Learning Award provides your business the opportunity to be associated with a brand that is trusted and admired while demonstrating your support of local public media. WHYY offers a range of benefit-rich sponsorship options for this prestigious event.

COURAGE & CHANGE SPONSOR \$100,000 ~ Category exclusive

- Top billing in all event materials, signage, and pre-event digital promotion.
- Exclusive sponsor of the VIP reception with Terry Gross and Malala Yousafzai.
- Opportunity to brand the event's signature cocktail and mocktail.
- 20 VIP tickets to the event which include preferred seating and invitations to the VIP reception.
- Acknowledgement at the event and on WHYY-FM, WHYY-TV, WHYY.org, and social media.
- Inclusion in the honoree tribute video.
- Full-page premium position ad in the printed and digital program book.

LEGACY SPONSOR \$50,000 ~ Category exclusive

- Prominent branding in all event materials, signage, and pre-event digital promotion.
- Exclusive sponsor of the coffee and dessert reception after the interview.
- 10 VIP tickets to the event which include preferred seating and invitations to the VIP reception.
- Acknowledgement at the event and on WHYY-FM, WHYY-TV, WHYY.org, and social media.
- Inclusion in the honoree tribute video.
- Full-page ad in the printed and digital program book.

CATALYST SPONSOR \$35,000

- Branding in all event materials, signage, and pre-event digital promotion.
- 8 VIP tickets to the event which include preferred seating and invitations to the VIP reception.
- Acknowledgement at the event and on WHYY.org.
- Full-page ad in the printed and digital program book.

LUMINARY SPONSOR \$25,000

- 8 tickets to the event.
- Recognition on event signage and digital platforms.
- Full-page ad in the printed and digital program book.

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ADVOCATE SPONSOR \$12,500

- 6 tickets to the event.
- Logo included in digital recognition roll.
- Half-page ad in the printed and digital program book.

ALLY SPONSOR \$7,500

- 4 tickets to the event.
- Logo included in digital recognition roll.
- Half-page ad in the printed and digital program book.

INSPIRATION CIRCLE SPONSOR \$5,000

- 2 tickets to the event.
- Logo included in digital recognition roll.
- Quarter-page ad in the printed and digital program book.

INDIVIDUAL EVENT TICKETS \$500 each

- Includes strolling dinner, cocktails, desserts, and seating for the live interview with Malala Yousafzai by Terry Gross.

PROGRAM BOOK ADS

- Placing an ad in the Lifelong Learning Award program book is another way to support this special event. A printed version of the program book is distributed that evening, and a digital version is sent to all attendees. The costs and specifications for the ads are below. Please note the sponsorship packages listed above include an ad in the program book.

- \$4,000 Back cover color (8"x10" with .25" full bleed)
- \$3,500 Inside front cover color (8"x10" with .25" full bleed)
- \$3,500 Inside back cover color (8"x10" with .25" full bleed)
- \$3,250 Full-page color (7.5"x9.5")
- \$2,500 Half-page color horizontal (7.5"x4.65")
- \$1,500 Quarter-page color vertical (3.625"x4.65")

ADVERTISING SPECIFICATIONS

Ads should be at least 300 dpi and in PDF format. Please email your ad to nkirillova@whyy.org by February 27, 2026.

TO SUPPORT THE 2026 LIFELONG LEARNING AWARD, please visit whyy.org/lifelonglearning. For more information, to pay by credit card, or to make a donation in support of the event if you are unable to attend, please contact Nika Kirillova at 215.351.3310 or at nkirillova@whyy.org.