

“A Global Movement for  
Peace Through Sport”

*Coming to Philadelphia*  
2026



THE  
**WORLD PEACE  
PROJECT**



**The World Peace Project** was inspired by Pope Leo's message at the **“Jubilee of Sport”** hosted by the **Vatican** during the summer of 2025. The **Holy Father** called the world to **“Be missionaries of hope, working to build a culture of solidarity, fraternity, and peace through faith and sports.”**

**The World Peace Project** is a global initiative that unites communities through the power of sport. By combining faith, athletic excellence, education, diplomacy, and service, the project brings people together across cultures, countries, and backgrounds to inspire peace and solidarity. Using the universal language of sport to unite people around hope, purpose, and peace.



## THE WORLD PEACE PROJECT

Sports culture in Philadelphia is deeply woven into the city's identity. From professional teams to youth leagues and community recreation centers, sports bring people together across race, income, and background. The city understands how athletics can foster **respect, teamwork, resilience, and peace.**



## WHY PHILADELPHIA?

Organizers of the World Peace Project will produce a series of high-impact programs in 2026, when the **City of Philadelphia** will be on the global stage, hosting prestigious events such as the **FIFA World Cup**, the **250th Anniversary of America**, the **MLB All-Star Game**, and the **PGA Championships**.

The World Peace Project, its programs, and events are uniquely positioned to align with these world-class sporting events and celebrations.

# STATESIDE Live!

World Cup Watch Party  
USA vs. Paraguay  
June 12, 2026



World Peace Gala  
June 13, 2026

A Star-Studded Gala Event

*Celebrity Chefs paired with International Soccer Legends*

*Red Carpet & VIP Reception*

*Live Entertainment*





Legends for Peace-branded merchandise will support LFP charities. Prominent Presenting Partner logo on shirts, hats, and other merchandise

## Legends for Peace

Legends for Peace is a fundraising and activation platform produced by McGraw Productions to benefit philanthropic endeavors and global disaster relief efforts. The event features former players from the **U.S. Men's & Women's National Team** and **Major League Soccer (MLS)**. The Legends will participate in the **World Peace Project** and can be available for city-wide activations and events.





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## Youth Peace Summit



SPORT at the service  
OF HUMANITY

Hundreds of high school students, faith leaders, educators, and coaches will gather for a day of meaningful dialogue, keynote talks, and interactive experiences that explore the role of sport in promoting unity and positive global change.

**Sport at the Service of Humanity**, an organization formed in 2016 under the inspiration of **Pope Francis**, has hosted conferences across the U.S. and will assist McGraw Productions by providing programming and speakers for the Youth Peace Summit. *(Location and date to be announced).*

# Presenting Sponsor Benefits

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Exclusive naming rights across the World Peace Project events in 2026

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Prominent brand integration across *all* events, media and merchandise

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VIP and Corporate Hospitality Opportunity

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Direct engagement with youth and community initiatives

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And a powerful global CSR and ESG story tied to peace and unity.”



# Sponsorship Benefits Overview

Benefits	Presenting \$100,000	Co-Sponsor \$50,000	Event Partner \$25,000	Community Partner \$10,000
Event Naming Rights	✓ (All Events and Programs)	✓ (Peace Gala & Watch Party)	✓ (Peace Gala)	✓ (Youth Peace Summit and Soccer Clinics)
Logo on All Materials	✓ (Branded merchandise, marketing materials, and invitations)	✓ (marketing materials and invitations)	✓ (invitations only)	✓ (Youth Peace Summit and Soccer Clinics)
Media & PR Inclusion	✓ (All Events and Programs)	✓ (Peace Gala, Watch Party)	✓ (Peace Gala, Watch Party)	✓ (Youth Peace Summit)
VIP Hospitality @ all Events	✓ (26 tickets to Peace Gala, Watch Party, and sponsor 50 students to Youth Peace Summit and Soccer Clinics)	✓ (12 tickets to Peace Gala, Watch Party & sponsor 25 students to Youth Peace Summit and Clinics)	✓ (6 tickets to Peace Gala, Watch Party, and sponsor 10 students to Youth Peace Summit and Soccer Clinics)	✓ (4 tickets to Peace Gala, Watch Party, and sponsor 10 students to Youth Peace Summit and Soccer Clinics)
Youth Program Activation	✓	✓	✓	✓



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McGraw Productions specializes in the production and management of branded entertainment, event production, sports marketing, and mission-driven projects. Led by Diane McGraw, a nationally recognized leader in the sports and entertainment industry. Diane has served as the President/CEO of Sports and Entertainment Commissions in Los Angeles, Philadelphia, Orlando, and Louisville, Ky and Executive Director of Tourism and Film for the Commonwealth of Pennsylvania.