



Dear Purpose-Driven Partner:

On Saturday, October 4, 2025, our region's most impactful elected officials, business leaders, and community champions will unite for an unforgettable afternoon, as the Stop the Violence Increase the Peace Foundation proudly presents the **2025 Community Safety Leadership Awards** — a celebration of courage, collaboration, and commitment to building safer, stronger communities.

This year's gathering is more than a celebration—it is a national call to action to uplift and expand the community-rooted solutions that are transforming public safety. With homicide rates declining in communities across the country, this event arrives at a pivotal moment to reinforce what's working and recognize those who have led the way with vision, courage, and measurable impact.

The Honorees

We are proud to honor three trailblazing leaders whose work has changed lives and shaped the future of community-based public safety:

- **Dr. Aquil Basheer**, founder of Brotherhood Unified for Independent Leadership Through Discipline Program (BUILD) and the Professional Community Intervention Training Institute (PCITI), for pioneering violence intervention models and structured leadership training programs that are now replicated nationally.
- **Aqeela Sherrills**, CEO and Co-Founder of the Community-Based Public Safety Collective, whose leadership has built infrastructure and legitimacy for peace-building initiatives across the country.
- **Captain Robert Hawkins**, President of the Los Angeles Sentorians and a respected figure in the Los Angeles Fire Department, for advancing equity and public trust in emergency response systems.

The Impact of Your Support

All proceeds from this event will directly fund programs that bring healing, safety, and opportunity to communities most impacted by violence, including:

- Youth anger management, conflict resolution, and gang prevention programs
- CVI (Community Violence Intervention) and CIS (Crisis Intervention and Support) training for school personnel, fire departments, and law enforcement agencies

These initiatives equip leaders and frontline responders with the tools to prevent harm, support youth, and build stronger, safer communities from the inside out.

-more-

Live Panel: Backing What Works – Funding Public Safety from the Ground Up

With government funding priorities shifting, philanthropy now plays a crucial role in sustaining grassroots public safety efforts. To highlight this, we're hosting a special media panel titled **"Backing What Works: Funding Public Safety from the Ground Up,"** exploring how funders are bridging gaps, empowering local leaders, and driving lasting impact. **We would be honored to have you**—or a representative of your organization—be a **featured panelist** in this timely conversation.

Signature Sponsorship Includes

We invite you and your organization to be part of this powerful moment as a featured sponsor, helping to elevate the leaders and solutions transforming our communities. Sponsorship opportunities and benefits at the Signature Sponsor level include:

- Title recognition on all event materials, press, and signage
- Opening remarks/speaking opportunity during the awards program
- Full-page ad and featured profile in the commemorative program booklet
- A quarter-page ad in the Los Angeles Sentinel Newspaper
- Multiple on-air mentions on KJLH 102.3 Radio
- Your company logo on the step-and-repeat, event signage, and captured in all photos
- 20 Private VIP reception passes with reserved seating
- Optional curated private lunch/meet-and-greet with select community leaders
- Opportunity to provide branded promotional gift to all participants
- Exhibit space in premium location of the event venue for distribution of your organization's promotional information and resources
- Year-long visibility and recognition on the STV and CSLA website and social media
- A two-week pre-and-post event social media campaign spotlighting your support
- 45 reserved seats for local high school students, covering their participation and giving them direct exposure to role models of transformative leadership
- Tax deduction commiserate with Internal Revenue Service codes, and
- Additional promotional opportunities as mutually agreed

This effort is guided by a diverse and committed coalition of national leaders and advocates:

- Danny Bakewell Jr., Los Angeles Sentinel
- Hugo Rojas, Centinela Valley Union High School District
- Khalid Shah, Stop the Violence Increase the Peace Foundation
- Dr. Anthony Culpepper, Los Angeles Southwest College
- Luis Cardona, Marcus Ellis, Dominique Davis, David Muhammad, Dr. Liza Chowdhury, James Caldwell, and others from San Francisco, Maryland, New Jersey, Washington D.C., Washington State, Wisconsin, and Louisiana

We would be honored to have you stand with us in lifting up this movement and the changemakers driving it forward. Please feel free to reach out to **Dawn Polk** at **310-683-1577** to discuss next steps or request additional information.

With deep respect and gratitude,



Ron Wakabayashi

Chairman

2025 Public Safety Leadership Awards Committee

(888) 766-4STV [4788]

2025 Community Safety Leadership Awards

Building Safe Communities Together:
A Call to Action

October 4, 2025

L.A. Southwest College Theater
Los Angeles, California

**Sponsorship
Opportunities**

PublicSafetyAwards.org



Meet the Honorees



Dr. Aquil Basheer

Founder and Executive Director
BUILD (Brotherhood United for Independent
Leadership Through Discipline)

Dr. Aquil Basheer is the founder of BUILD and a global expert in violence intervention, public safety, and gang prevention. He also founded the License to Operate Movement and teaches as an adjunct professor at Alliant International University. He has trained elite safety teams worldwide and advised the World Health Organization and United Nations on violence prevention. His book, *Peace in the Hood*, is a leading guide on community-based intervention. Dr. Basheer has earned numerous honors, including the California Peace Prize and a Doctorate of Letters in Humanities.



Aqeela Sherrills

Founder and Executive Director
The Reverence Project

Aqeela Sherrills grew up in the Jordan Downs projects of Watts and was once involved with the Grape Street Crips. After a life-changing moment in college, he committed to healing from his past and helping others do the same. At 19, he co-founded the Amer-I-Can Program with NFL legend Jim Brown and helped broker the historic 1992 peace treaty between the Bloods and Crips. After losing his son Terrell to gun violence, Aqeela founded The Reverence Project, creating wellness centers in urban war zones to support healing through restorative practices, art, and dialogue. His vision of “beholding” invites us to see possibility even in pain. Today, he is a global voice in peacemaking, trauma healing, and justice transformation.



Captain Robert Hawkins

President, Los Angeles Stentorians, African Americans in the Fire Service and Community Partnership | Fire Captain, City of Los Angeles | Emergency Response

Robert Hawkins is a Fire Captain with the Los Angeles City Fire Department and President of the Los Angeles Stentorians, championing diversity and inclusion in the fire service. With over 24 years of experience, he’s a trailblazer known for breaking barriers and leading with purpose. A graduate of the LAFD’s West Point Leadership Academy and Cornell’s DEI certificate program, Robert also contributed globally through the Zambia Z7 Project, training firefighters and donating a fire engine. Currently pursuing a degree in Emergency Management, he is deeply committed to building a fire service that is as diverse and dynamic as the communities it serves.

“Safety grows where dignity is honored and voices are heard.”

2025 Community Safety Leadership Awards

Event Details

- Event:** 2025 Public Safety Awards
- Date:** October 4, 2025
11:00am–2:00pm
- Location:** Los Angeles Southwest College Theater
1600 West Imperial Highway
Los Angeles, CA 90047
- Purpose:** This year's gathering is more than a celebration—it is a powerful call to uplift the community-rooted solutions that are saving lives and restoring hope. At a time when violence is declining and transformation is taking hold, we come together to shine a light on what works, honor those leading the way, and strengthen the movement for healing-centered public safety in every community that needs it most.
- Who'll be in the Room:** **High-impact public leaders**—including elected and appointed officials—alongside violence prevention specialists, interventionists, labor leaders, community organizers, and mission-driven entrepreneurs. This is a space for those shaping public safety, advancing equity, and building the future of California with vision, courage, and lasting impact.
- Sponsorship Information:** Dawn Melodie Polk
(888) 766-4STV [4788]
310-683-1577 Mobile



“Violence is not born in a vacuum—it is born where hope has gone silent.”

2025 Community Safety Leadership Awards

Saturday, October 4, 2025 · Los Angeles Southwest College Theater

Presenting Sponsor

2025 Public Safety Awards presented by "Your Company Name"

Benefits include:

\$50,000

- Title recognition on all event materials, press, and signage
- Opening remarks/speaking opportunity during the awards program
- Full-page ad and featured profile in the commemorative program booklet
- A quarter-page ad in the Los Angeles Sentinel Newspaper
- Multiple on-air mentions on KJLH 102.3 Radio
- Your company logo on the step-and-repeat, event signage, and captured in all photos
- 20 Private VIP reception passes with reserved seating
- Optional curated private lunch/meet-and-greet with select community leaders
- Opportunity to provide branded promotional gift to all participants
- Exhibit space in premium location of the event venue for distribution of your organization's promotional information and resources
- Year-long visibility and recognition on the STV and CSLA website and social media
- A two-week pre-and-post event social media campaign spotlighting your support
- 45 reserved seats for local high school students, covering their participation and giving them direct exposure to role models of transformative leadership
- Tax deduction commiserate with Internal Revenue Service codes, and
- Additional promotional opportunities as mutually agreed

Visionary Sponsor

Benefits include:

\$25,000

- Recognition on all event materials, press, and signage
- Full-page ad and featured profile in the commemorative program booklet
- A quarter-page ad in the Los Angeles Sentinel Newspaper
- Your company logo on the step-and-repeat, event signage, and captured in all photos
- 10 Private VIP reception passes with reserved seating
- Exhibit space in at event venue for distribution of your organization's promotional information
- Year-long visibility and recognition on the STV and CSLA website and social media
- A two-week pre-and-post event social media campaign spotlighting your support
- 25 reserved seats for local high school students, covering their participation and giving them direct exposure to role models of transformative leadership
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Impact Sponsor

Benefits include:

\$10,000

- Recognition on all event materials, press, and signage
- Half-page ad and featured profile in the commemorative program booklet
- Your company logo on the step-and-repeat, event signage, and captured in all photos
- 4 Private VIP reception passes with reserved seating
- Exhibit space in at event venue
- Visibility and recognition on the STV and CSLA website and social media
- Inclusion in social media campaign spotlighting your support
- 10 reserved seats for local high school students, covering their participation and giving them direct exposure to role models of transformative leadership
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Community Ally

Benefits include:

\$5,000

- Recognition on all event materials, press, and signage
- Listing in the commemorative program booklet
- Your company logo on the step-and-repeat
- 2 Private VIP reception passes with reserved seating
- Inclusion in social media campaign spotlighting your support
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2025 Community Safety Leadership Awards

Saturday, October 4, 2025 · Los Angeles Southwest College Theater

Sponsorship Registration

Company/Organization: _____

Contact: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

☐ **Signature Sponsor @ \$50,000** \$ _____

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☐ **Community Ally @ \$5,000** \$ _____

- Recognition on all event materials, press, and signage
- Listing in the commemorative program booklet
- Your company logo on the step-and-repeat
- 2 Private VIP reception passes with reserved seating
- Inclusion in social media campaign spotlighting your support
- Tax deduction commiserate with Internal Revenue Service codes, and
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☐ **I am unable to attend. Please accept my tax-deductible contribution in the amount of:** \$ _____

TOTAL: \$ _____

Invoice and W9 available upon request.

Please make your check payable and mail to:

Stop the Violence Increase the Peace Foundation

323 North Prairie Avenue 401A
Inglewood, CA 90301

To remit payment online visit: <https://www.publicsafetyawards.org/sponsorship>

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2025 Community Safety Leadership Awards

Saturday, October 4, 2025 · Los Angeles Southwest College Theater

Thank You

Thank you for considering this meaningful sponsorship opportunity. Your support helps empower the dedicated leaders working to advance community safety through prevention, collaboration, and compassionate leadership. These are the changemakers building trust, shaping solutions, and creating spaces where every person feels protected, valued, and heard. We are honored to partner with purpose-driven organizations like yours that recognize the power of investing in bold leadership and safer communities. Together, we can inspire change, amplify impact, and build a future rooted in peace and possibility.



Dawn Melodie Polk



(888) 766-4STV [4788]



Info@PublicSafetyAwards2025@gmail.com



www.PublicSafetyAwards.org