



Urban League of  
Louisiana

*Empowering Communities.  
Changing Lives.*

# 2019 SCHOOLS



**SATURDAY, FEBRUARY 16**

Mercedes-Benz Superdome Field

10AM - 2PM    

## Sponsorship Levels

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(504)620-2332 | [amconduit@urbanleaguela.org](mailto:amconduit@urbanleaguela.org)

# 2019 Expo Sponsorship Levels

The Urban League of Louisiana's Annual Schools Expo is the largest school choice event in the City of New Orleans. As new school options continue to emerge, it is critical that parents have an opportunity to meet with school operators up close and personal. Our Schools Expo does just that! Thousands of attendees are greeted at the Superdome and welcomed to an array of education providers, community resource organizations, STEM activities, entertainment, food and giveaways! The entire event is FREE and open to the public. It is a premiere event with thousands in attendance, high volume media coverage, and strong community impact. Join us as we Empower Communities and Change Lives!

## Doctoral Level (\$25,000):

Company logo placed on the following items:

- Bus shelter signage
- Billboard
- Palm cards (flyers)
- Expo EBlast to UL databases (7 blasts in total)
- UL Main Webpage
- Full page ad in Passport
- Printed signage (inside of the Dome)
- Digital screens (inside of the Dome)
- Expo ad placed in other media outlets (ex. The Tribune)
- Social Media Package: 2 eblasts, 3 Tweets and 3 Facebook posts from UL account specifically featuring your company in relation to UL Schools Expo

## Masters Level (\$15,000):

Company logo placed on the following items:

- Bus shelter signage
- Palm cards (flyers)
- Expo EBlast to UL databases (7 blasts in total)
- UL Main Webpage
- 1/2 page ad in Passport
- Printed signage (inside of the Dome)
- Digital screens (inside of the Dome)
- Expo ad placed in other media outlets (ex. The Tribune)

## Post-secondary Level (\$10,000):

- Company logo placed on the following items:
- Palm cards (flyers)
- Expo EBlast to UL databases (7 blasts in total)
- UL Main Webpage
- 1/2 page ad in Passport
- Printed signage (inside of the Dome)
- Digital screens (inside of the Dome)
- Expo ad placed in other media outlets (ex. The Tribune)

## Secondary Level (\$5,000):

- Company logo placed on the following items:
- Palm cards (flyers)
- Expo EBlast to UL databases (7 blasts in total)
- UL Main Webpage
- Passport
- Printed signage (inside of the Dome)

## Primary Level (\$2,500):

- Company logo placed on the following items:
- Passport
- Printed signage (inside of the Dome)