

Urban League
of Louisiana

Annual Gala
2019

Our *Vibrant* Vision  Empowering Communities
Through Collective Impact

SPONSORSHIP OPPORTUNITIES



DEAR URBAN LEAGUE FRIENDS AND SUPPORTERS:

When we ponder the phrase “vibrant community” many things may come to mind. We may imagine our children growing up with access to excellent education that someday leads them to an incredible career. We may picture a collective sense of pride and concern for each other as residents. We might picture words like safety, cultural richness, diversity, job opportunities, financial independence and security. On the whole, we envision an enriching environment where residents have equity and access; where the sense of community and togetherness is apparent and where people don't just survive, they thrive. These are all things that the Urban League of Louisiana has worked diligently to achieve since our inception over 80 years ago. *But we cannot do it alone.*

Imagine what we could do together. This is the quintessential principal of **collective impact**. The term simply means bringing people and organizations together, in a structured way, to solve complex social issues and achieve social change. Collective impact is a dynamic way to empower our communities.

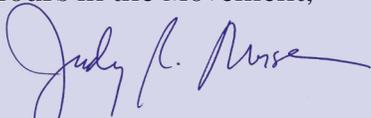
This year, we invite you to join us as we proclaim **OUR VIBRANT VISION** at the Urban League's Annual Gala, one of the largest and most recognizable fundraisers in New Orleans. Joining us as chairperson this year is John M. Hairston, Chief Executive Officer of Hancock Whitney Corporation. The gala will be held on Saturday, June 29, 2019, at the Hyatt Regency New Orleans. The gala will recognize and celebrate the partners who will be working with us through collective impact to empower our communities.

The Annual Gala is a signature fundraising event in support of Urban League programs that focus on early childhood education, college and career readiness, workforce and economic development, educational leadership, parent engagement initiatives, policy and advocacy.

The much anticipated Gala will be attended by a diverse group of corporate sponsors and local businesses, civic leaders, volunteers, and public officials. The festive evening will feature delectable food, dancing, live entertainment and award presentations. As a sponsor, you will be joining a distinguished group of corporations, civic groups, foundations and individuals by participating in the Gala.

The work of the Urban League is critical and helps support over 10,000 individuals and families each year. Thank you for your kind consideration, and we look forward to your support.

Yours in the Movement,



Judy Reese Morse

President and CEO

OUR MISSION

The mission of the Urban League of Louisiana is to assist African Americans and other communities seeking equity to secure economic self-reliance, parity and civil rights.

OUR MOVEMENT

Celebrating over 80 years of service, the Urban League of Louisiana works to enable African-Americans and other communities seeking equity to secure economic self-reliance, parity and civil rights. Programs of the Urban League's three Centers of Excellence are focused in the areas of education and youth development, workforce and economic development and public policy and advocacy. The Urban League of Louisiana is one of 90 affiliates of the National Urban League, which provides advocacy and direct service programs spanning 36 states. The strength of “the Movement” has been the identification of equality gaps in the African American community and the League’s ability to design and deliver vital programs and policy initiatives to bridge these barriers.

Throughout our history, Urban League programs have been focused to ensure quality education and access to information, equal employment, entrepreneurial opportunities, economic inclusion opportunities and shared dignity under the law. The Urban League believes the opportunities that emerge from closing these gaps will benefit business, industry, and the greater community, and create a sustainable and dynamic future for everyone. With our tradition of success coupled with support from every sector of the community, the Urban League is destined to remain the leading entity for social and economic equality as the new century continues to unfold.

During the past year, the Urban League has served more than 10,000 citizens through an array of advocacy and direct service programs housed within our Center of Education and Youth Development, Center of Workforce and Economic Development, and our Center of Policy and Social Justice. These important programs include Urban League Head Start; Project Ready; Parent Information Center; Education Empowerment Program; Office of Workforce Development; the Women’s Business Resource Center and Entrepreneurship Center; and Policy and Social Justice Initiatives.

URBAN LEAGUE CENTERS OF EXCELLENCE

CENTER OF EDUCATION & YOUTH DEVELOPMENT

- Urban League Head Start
- Parent Information Center
- Education Empowerment Program
- Urban League Project Ready
- U.L.E.A.D (Urban Leaders for Equity and Diversity)

CENTER OF WORKFORCE & ECONOMIC DEVELOPMENT

- Women's Business Resource Center & Entrepreneurship Center
- Office of Workforce Development

CENTER OF PUBLIC POLICY & SOCIAL JUSTICE

- Produce Research Publications such as "Advancing Educational Equity in New Orleans Public Schools"
- Economic Inclusion Efforts
- Criminal Justice System Reforms

PROFESSIONAL ORGANIZATIONS

- Young Professionals
- Urban League Guild

SPONSORSHIP OPPORTUNITIES

SUSTAINING THE MOVEMENT BENEFACTOR: \$80,000

- CEO to serve as Gala co-chairperson (1 of 3)
- Company welcome message at Gala
- Chairperson video message on ULLA website
- Company message on ULLA website
- Company video shown at Gala (60 second video)
- Full spread color ad in the Gala souvenir program guide
- Logo and extended profile/link on Gala Website
- Logo included on 3 high traffic areas at Gala venue, e.g., (escalator welcome banner, 3rd Floor lighted columns)
- Logo in Gala program
- Company ad included in Gala audio visual screen loop
- Ticket package inclusive of 2 tables at the Gala, and the ULLA President & CEO Gala Reception (20 VIP tickets).
- Social media exposure (4 x's)
- Promotion via secured media outlets
- One year recognition as an employer partner on Urban League's Cyber Job Network with unlimited job posts, banner ad and video.
- Company acknowledgement and speaking opportunity at 2019 Annual Meeting.

Fair Market Ticket Value: \$3,000

Ad Value: \$2,000

Tax-Deductible: \$75,000

PLATINUM BENEFACTOR \$50,000

- One Gala table (10 tickets)/ benefactor reception (10 tickets)
- Full page ad in souvenir journal
- Company logo in souvenir journal
- Display ad on av screen
- Logo and link on ULLA's website
- Logo inclusion on advertising banner at venue (1)
- Social media exposure (2x's)
- 6 Month recognition as an employer partner on Urban League's Cyber Job Network with unlimited job posts, banner ad and video

Fair Market Ticket Value: \$1,500

Ad Value: \$1,500

Tax-Deductible: \$47,000

GOLD BENEFACTOR \$25,000

- One Gala table (10 tickets)/ benefactor reception (8 tickets)
- 1/2 Page ad in souvenir journal
- Company logo in souvenir journal
- Company logo on AV screen and on ULLA website
- 3 Month recognition as an employer partner on Urban League's Cyber Job Network with unlimited job posts, banner ad and video

Fair Market Ticket Value: \$1,400

Ad Value: \$750

Tax-Deductible: \$22,850

SILVER BENEFACTOR \$10,000

- One Gala table (10 tickets)/ benefactor reception (6 tickets)
- 1/4 Page ad in souvenir journal
- Company listing on ULLA website
- Company logo in souvenir journal

Fair Market Ticket Value: \$1,300

Ad Value: \$350

Tax-Deductible: \$8,700

BRONZE BENEFACTOR \$6,000

- One Gala table (10 tickets)/benefactor reception (4 tickets)
- Company listing on ULLA website
- Company logo in souvenir journal

Fair Market Ticket Value: \$1,300

Tax-Deductible: \$8,700

BENEFACTOR \$3,000

- One Gala table (10 tickets)/ benefactor reception (2 tickets)
- Company listing on ULLA website
- Company listing in souvenir journal

Fair Market Ticket Value: \$1,100

Tax-Deductible: \$1,900

INDIVIDUAL TICKET SALES: \$300

- Includes name in souvenir program
- Table placement is contingent on investment level. Logo size in Souvenir Program is contingent on investment level.

FULL-COLOR SOUVENIR JOURNAL AD

- Full page \$1,500 - 5.5" W x 8.5 H
- 1/2 Page (horizontal only) 5.125" W x 4"H \$750
- 1/4 Page (vertical only) 2.5"W x 4"H \$350
- (Acceptable file formats for artwork are .PDF, .Jpg, .Tiff or .EPS.)

SCENES FROM OUR 80TH ANNIVERSARY GALA





Company

Contact Name

Email Address

Address

City

State

Zip

Phone

Fax

Please check one:

SUSTAINING THE MOVEMENT BENEFACTOR: \$80,000

- CEO to serve as Gala co-chairperson (1 of 3)
- Company welcome message at Gala
- Chairperson video message on ULLA website
- Company message on ULLA website
- Company video shown at Gala (60 second video)
- Full spread color ad in the souvenir program guide
- Logo and extended profile/link on Gala Website
- Logo included on 3 high traffic areas at Gala venue, e.g., (escalator welcome banner, 3rd Floor lighted columns)
- Logo in Gala program
- Company ad included in Gala audio visual screen loop
- Ticket package inclusive of 2 tables at the Gala, and the ULLA President & CEO Gala Reception (20 VIP tickets). Social media exposure (4 x's)
- Promotion via secured media outlets
- One year recognition as an employer partner on Urban League's Cyber Job Network with unlimited job posts, banner ad and video.
- Company acknowledgment and speaking opportunity at 2019 Annual Meeting.

Fair Market Ticket Value: \$3,000 ~ Ad Value: \$2,000 ~ Tax-Deductible: \$75,000

PLATINUM BENEFACTOR: \$50,000

- One Gala table (10 tickets)/ Benefactor Reception (10 tickets)
- Full page ad in souvenir journal
- Company logo in souvenir journal
- Display ad on AV screen
- Logo and link on UL's website
- Logo inclusion on advertising banner at venue (1)
- Social Media Exposure (2x's)
- 6 Month recognition as an employer partner on Urban League's Cyber Job Network with un-limited job posts, banner ad and video

Fair Market Ticket Value: \$1,500 ~ Ad Value: \$1,500 ~ Tax-Deductible: \$47,000

GOLD BENEFACTOR: \$25,000

- One Gala table (10 tickets)/ benefactor reception (8 tickets)
- 1/2 Page ad in souvenir journal
- Company logo in souvenir journal
- Company logo on AV screen and on ULLA website
- 3 Month recognition as an employer partner on Urban League's Cyber Job Network with unlimited job posts, banner ad and video

Fair Market Ticket Value: \$1,400 ~ Ad Value: \$750 ~ Tax-Deductible: \$22,850

SILVER BENEFACTOR: \$10,000

- One Gala table (10 tickets)/ Benefactor Reception (6 tickets)
- 1/4 page ad in souvenir journal
- Company listing on UL Website
- Company logo in souvenir journal

Fair Market Ticket Value: \$1,300 ~ Ad Value: \$350 ~ Tax-Deductible: \$8,700

BRONZE BENEFACTOR: \$6,000

- One Gala table (10 tickets)/ Benefactor Reception (4 tickets)
- Company listing on UL Website
- Company logo in souvenir journal

Fair Market Ticket Value: \$1,300 ~ Tax-Deductible: \$8,700

BENEFACTOR: \$3,000

- One Gala table (10 tickets)/ Benefactor Reception (2 tickets)
- Company listing on UL Website
- Company listing in souvenir journal

Fair Market Ticket Value: \$1,100 ~ Tax-Deductible: \$1,900

INDIVIDUAL TICKETS

- Ticket \$300** - Includes name in souvenir program
_____ Quantity

FULL COLOR SOUVENIR JOURNAL ADVERTISEMENTS

- Full Page: \$1,500 Size: 5.5"W x 8.5"H
 Half Page: \$750 Size: 5.125"W x 4"H
 Quarter Page: \$350 Size: 2.5"W x 4"H

Visit Gala Website: <http://urbanleaguela.org/2019-gala/>

Email camera-ready artwork to:

gleblanc@urbanleaguela.org by May 31, 2019 (Acceptable file formats for artwork are .png, .pdf, .jpg, .tiff or .eps.)