



Urban League
of Louisiana

EMPOWERMENT & POLICY CONFERENCE AND GALA

SPONSORSHIP OPPORTUNITIES

Urban League of Louisiana is one of 92 affiliates of National Urban League. The mission of Urban League is to assist communities to achieve economic self-reliance, parity, and civil rights. Urban League of Louisiana'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 is a nonprofit, non-partisan, community based organization and a participating agency of the United Way. For more information on Urban League of Louisiana, visit us online at www.urbanleaguela.org.

MISSION STATEMENT

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

DEAR URBAN LEAGUE FRIENDS AND SUPPORTERS:

The Urban League of Louisiana's Annual Gala is one of the largest and most recognizable fundraisers supporting the Urban League in our state. Our Empowerment and Policy Conference, created in 2019 with the Louisiana Legislative Black Caucus, is one of the most impactful convenings of stakeholders across Louisiana to engage, inform, and ignite collective action to advance efforts leading to a sustainable environment for African American and other underserved communities to thrive.

2023 is Urban League of Louisiana's 85th anniversary year! This will also be a year of great consequence for the state as we will elect the next Governor. For these reasons and more, we are combining these two signature events to take place September 7-9, 2023 in New Orleans, Louisiana.

The Urban League of Louisiana Conference and Gala will provide many opportunities for our attendees and other special guests to network, discuss complex challenges, highlight solutions, and celebrate change-makers delivering positive impact, while also celebrating the legacy and continued work of the Urban League of Louisiana.

The much-anticipated Conference and Gala will be attended by a diverse group of supporters including corporate sponsors and local businesses, civic leaders, community members, and public officials from across Louisiana and the United States.

As we reflect on our rich history and work to create pathways for the future, during this 85th Anniversary year, we are reminded that **we are BOUNDLESS**. Our people and partners have positioned us to build a strong reputation for impactful leadership and service. As we continue to actualize our statewide expansion, there are no limits to what we can accomplish in advancement of our mission.

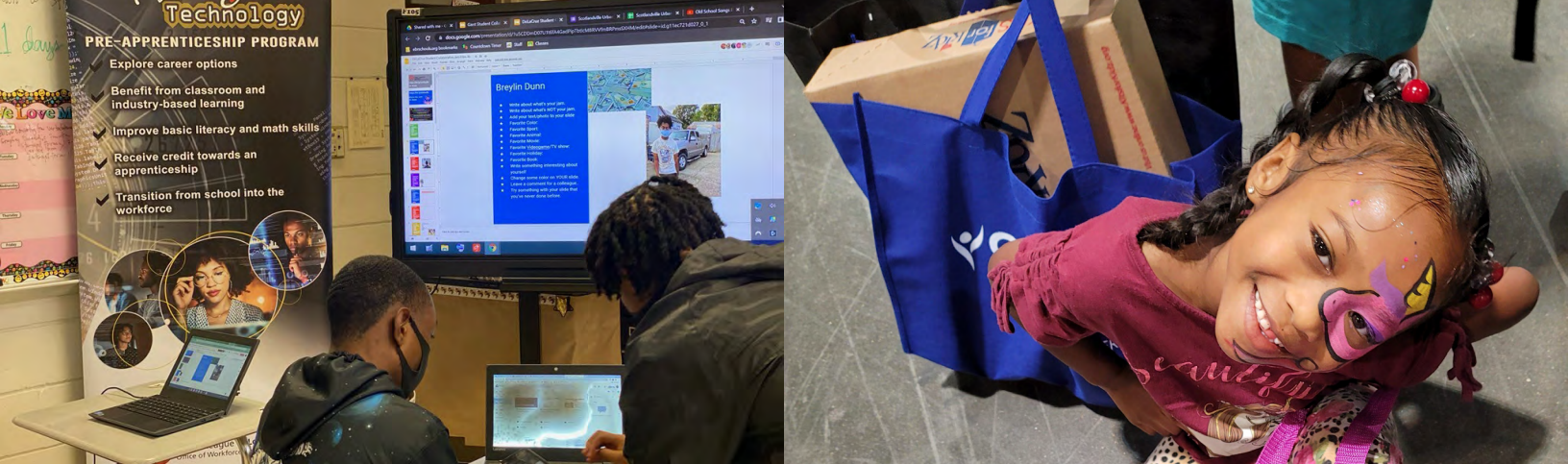
Included in this packet is information on various sponsorship levels for your consideration. Your partnership positions us to continue offering solutions to enhance our region's education, workforce, small business, and social justice goals.

Should you need any additional information regarding this proposal, please contact Tyrone Walker at via email at twalker@urbanleaguela.org or Cathy Washington at cwashington@urbanleaguela.org.

Thank you for your kind consideration and we look forward to your partnership.



Judy R. Morse
President & CEO, Urban League of Louisiana



URBAN LEAGUE CENTERS OF EXCELLENCE

CENTER OF EDUCATION & YOUTH DEVELOPMENT

- Clarence L. Barney Headstart Center
- Parent Information Center
- Urban League Project Ready
- Urban Leaders For Equity & Diversity (ULEAD)
- Education Equity Program

CENTER OF WORKFORCE DEVELOPMENT

- SkillUp Louisiana Multi Industry Apprenticeship Program
- Young Adult Reentry Program
- Pathways Home 3 Reentry Program
- Technology Opportunity Hub
- Business Services Hub
- Career & Resource EXPOS

CENTER OF ENTREPRENEURSHIP & INNOVATION

- Women's Business Resource Center
- Contractor's Resource Center
- Scale UP! Louisiana
- Start Up! Louisiana
- SBA Community Navigator Pilot Program
- Small Business Advisory Council
- PepsiCo BRAP (Black Restaurant Accelerator Program)
- Walmart Black Women in Retail Program
- Louisiana Economic Development Small and Emerging Business Development Program Intermediary
- Louisiana Department of Transportation and Development Small Business Development Program (Region B)
- Advancing Cities Blue/Green Small Business Initiative
- Energy Smart / Entergy Solutions Trade Allies Program (Aptim)



CENTER OF PUBLIC POLICY & SOCIAL JUSTICE

- Annual Policy & Empowerment Conference
- Education Equity Publications
- Criminal Justice Reform
- Annual Legislative Agenda
- Wake Up Geaux Vote
- Redistricting Louisiana
- SEE Change Collective to Close the Racial Wealth Gap
- The BIG Health Event

VOLUNTEER AUXILIARIES

- Urban League of Louisiana Young Professionals
- Urban League of Louisiana Guild

2022 YEAR IN REVIEW

Throughout 2022, we were reminded of the many challenges facing African Americans in Louisiana and why we are needed now more than ever. 2022 was a year of great programmatic impact for the Urban League of Louisiana. We served thousands of Louisianians and launched exciting new initiatives deepening our impact. Below are just a few highlights:



After ULLA and others advocated, the United States Department of Justice announced the launch of a federal civil rights investigation into the patterns and practices of the Louisiana State Police following the murder of Ronald Greene in Monroe, Louisiana.



We partnered with the PepsiCo Foundation and awarded \$90,000 to Black-owned restaurants across our state to provide them access to capital, training, and mentorship.



We secured a partnership with the National Automobile Dealership Association to pilot an apprenticeship program to increase the number of Black service technicians.



We secured a partnership with the East Baton Rouge School System to produce an Equity Scorecard, a data tool to assess disparities in education outcomes for Black and brown kids and all subgroups.



We partnered with Ochsner Health to combat health inequities with a new BIG Health Event where the need for increased access to medical testing and care was underscored when an attendee's medical screening revealed the presence of breast cancer at the event.



We concluded an 18-month planning period by launching the SEE CHANGE Collective initiative action plan to help close the racial wealth gap for Black, Hispanic and Latino residents of the Greater New Orleans region.



We were awarded a \$5.7 million gift to our organization from billionaire philanthropist and author MacKenzie Scott.



We secured \$1.2 million federal appropriation through Congressman Troy Carter to advance apprenticeships in Louisiana.

CONFERENCE SUMMARY AND EVALUATION

5 VITAL TOPICS

1. HEALTH EQUITY
 2. ECONOMIC OPPORTUNITY
 3. EDUCATION EQUITY
 4. CRIMINAL JUSTICE REFORM
 5. VOTER EDUCATION AND ENGAGEMENT
-

1,749+

Attendees From

5

States

16

Cities In Louisiana

2

Organizations Joined In
Partnership

2

Incredible
Days

100

Inspiring Expert
Panelists From Across
The State And Country

15

Concurrent
Breakout
Sessions

6

Phenomenal
Plenary
Panels

5

Motivating
Keynotes

NOTABLE PAST GUESTS



Angela Rye
*Former CNN
Commentator*



Marc Morial
*CEO, National
Urban League*



Mitch Landrieu
*Senior Advisor
to the President,
Infrastructure Lead*



Bakari Sellers
CNN Commentator



Bill Bynum
*CEO,
Hope Credit Union*



**Angela Glover
Blackwell**
*Founder,
Policy Link*



Dr. Andre Perry
*Fellow,
Brookings Institute*



**Sharon Weston
Broome**
*Mayor/President,
Baton Rouge*



Veneeth Iyengar
*Executive Director,
Connect Louisiana*



Dr. Cade Brumley
*Louisiana Secretary
of Education*



Jeffrey Hall
*Former Mayor,
Alexandria*

85TH ANNIVERSARY EMPOWERMENT & POLICY CONFERENCE

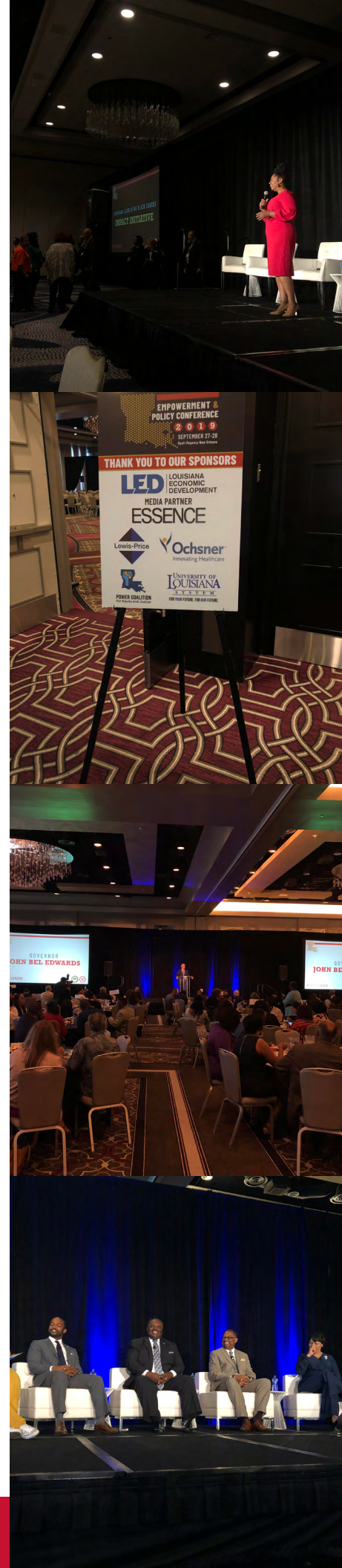
SEPTEMBER 7-8, 2023

The annual Empowerment and Policy Conference is a statewide convening designed to examine systems, influence policy decisions and enact changes that will positively impact African American and other underserved communities. The Conference is an opportunity to hear from national and local experts, policymakers, and community leaders on timely and important topics, connect with fellow residents statewide, and engage in conversations and planning that matter most. This conference builds local, regional, and national stakeholders interested in and working on the issues that impact the African American community in Louisiana. We also take pride in using this space to highlight and disseminate research and data that will inform the development of future policies of legislators across the state.

The 2023 Gubernatorial election provides a unique backdrop for this year's conference. As candidates, community and business leaders across our state determine our next leader, this convening provides an exceptional opportunity to elevate pressing challenges facing the most vulnerable in our state, as well as the policy solutions that can relieve those challenges and improve outcomes and the economy for all in Louisiana.

The two-day conference includes plenary style speakers and panels as well as concurrent breakout sessions. The conference covers the following topics:

- Health Equity
- Economic Opportunity and Wealth Creation
- Environmental Justice and Green Economy
- Education Equity
- Safety and Criminal Justice Reform
- Voting Rights and Civic Engagement
- Culture and Creative Industries





“

IN THE WORDS OF PAST CONFERENCE ATTENDEES

“Being in the moment where everyone showed up to be intentional about the subject matters and the authenticity that set the tones in the rooms!”

“Enjoyed how relevant and wide the topics were. Also, they were led by knowledgeable moderators. Guest speakers provided engaging and thought-provoking answers.”

“The overall programming topics and discussions were some of the best I’ve ever experienced. Not only were the topics timely, real solutions and outcomes were discussed, giving real world examples of how the needle can be moved forward. I will definitely attend every conference hosted by the Urban League that I can! “

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CONFERENCE HIGHLIGHTS

- 85th Anniversary Press Conference to unveil conference agenda and notable speakers
- Gubernatorial Debate town hall
- Conference luncheon
- Conference sessions on all content areas

INTEGRATED MARKETING

Urban League of Louisiana will implement an integrated marketing and creative approach aimed at fully leveraging and combining digital technology, traditional marketing vehicles and our assets to ensure maximum value-add and results for our partners.



GALA SUMMARY AND EVALUATION

900+

Attendees

70

Sponsors

GALA CHAIRPERSON



Michael Sawaya
*President
Ernest N. Morial
Convention Center*

GALA CO-CHAIRPERSONS



Jamie Schlottman
*CEO and Plan President
Louisiana Healthcare
Connection*



Matthew Brady
*Vice President/
General Manager
Enterprise Holdings Inc.*

CHANGEMAKER HONOREES

Members of the New Orleans Four: Gail Etienne,
Tessie Prevost, Leona Tate

NAACP Baton Rouge Chapter President Eugene Collins

Power Coalition for Equity and Justice Founder Ashley Shelton

Rise St. James Founder Sharon Lavigne



SPONSORSHIP OPPORTUNITIES

85TH ANNIVERSARY SUSTAINING THE MOVEMENT SPONSOR: \$250,000+

- CEO to serve as conference and gala chairperson
- Recognition as *85th Anniversary Sustaining the Movement Sponsor*
- Media opportunity that helps promote the conference and gala, plus recognition at 85th Anniversary events.
- Co-host the pre-gala ULLA President & CEO VIP Reception
- CEO remarks at opening session and conference luncheon
- Logo included on signage at conference and gala venue (8)
- Logo included on conference and gala website
- Logo on e-blast announcements promoting the 85th Anniversary Conference & Gala
- Full color ad in the conference program
- Logo in conference and gala program
- Logo on conference bag (1000)
- Promo video to be shown at the gala (2 minutes)
- CEO mention and quote in a conference press release
- CEO welcome page in the conference program guide
- CEO remarks at the press conference (kick-off event) (3 minutes)
- CEO remarks at Urban League Annual Gala
- CEO (or senior executive) access to green rooms for photo ops at select major events
- 20 conference registrations
- Product inclusion in conference bags
- Ticket package inclusive of 2 tables at the luncheon, Gubernatorial Debate Town Hall VIP Reception (20 tickets), 2 tables at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (20 VIP tickets)
- Opportunity to host an exclusive conference chairperson reception
- Social media exposure (30x)
- Recognition as the Conference App Sponsor
- One-year recognition as an employer partner on Urban League's Workforce Career Center with unlimited job posts, banner ad and video

Fair Market Ticket Value: \$4,400

Ad Value: \$2,000

Tax-Deductible: \$243,600

SPONSORSHIP OPPORTUNITIES

EQUALITY BENEFACTOR: \$150,000

- CEO to serve as conference and gala co-chairperson
- Opportunity to Sponsor a full Conference Track
- Co-host the ULLA President & CEO VIP Reception preceding Gala
- CEO remarks at Opening Session and Conference Luncheon
- Media opportunity that helps promote the conference and gala, plus recognition at 85th Anniversary events.
- Logo included on conference and gala website
- Logo included on signage at conference and gala venue (6)
- CEO welcome message and full page color ad in the conference program guide
- Video to be shown at Gala (2 minutes)
- CEO remarks at the press conference (kick-off event) (3 minutes)
- CEO remarks at Urban League Annual Gala
- CEO (or senior executive) access to green rooms for photo ops at select major events
- Product inclusion in conference bags
- Logo in gala program
- 15 conference registrations
- Ticket package inclusive of 1 table at the luncheon, Gubernatorial Debate Town Hall VIP Reception (15 tickets), 2 tables at the Urban League Annual Gala, and the ULLA President & CEO & Gala Chairperson Reception (15 VIP tickets).
- Social media exposure (20x)
- 6-month recognition as an employer partner on Urban League's Workforce Career Center with unlimited job posts and company logo

Fair Market Ticket Value: \$3,675
Ad Value: \$1,500
Tax-Deductible: \$144,825

OPPORTUNITY BENEFACTOR: \$100,000

- CEO to serve as conference and gala co-chairperson
- Opportunity to Sponsor a full Conference Track
- Logo included on conference and gala website
- Media opportunity that helps promote the conference and gala, plus recognition at 85th Anniversary events.
- Logo included on signage at conference and gala venue (6)
- CEO welcome message and Full page color ad in the conference program guide
- Video to be shown at Gala (2 minutes)
- CEO Remarks at the Conference Luncheon and Gala (3 minutes)
- Product inclusion in conference bags
- 10 conference registrations
- Ticket package inclusive of 1 table for the Luncheon, Gubernatorial Debate Town Hall VIP Reception (15 tickets), and 1 table at the Urban League Annual Gala, and the ULLA President & CEO & Gala Chairperson Reception (15 VIP tickets).
- Social media exposure (15x)
- 3-month recognition as an employer partner on Urban League's Workforce Career Center with unlimited job posts and company logo

Fair Market Ticket Value: \$2,575
Ad Value: \$1,500
Tax-Deductible: \$95,925

SPONSORSHIP OPPORTUNITIES

DIAMOND BENEFACTOR: \$75,000

- Full page color ad in the conference program guide
- CEO/Company Executive speaking opportunity at 2 conference panel sessions.
- Invitation to place company signage at 2 conference panel sessions
- Logo included on signage at conference and gala venue (4)
- Logo included in conference and gala program
- Logo included on ULLA website
- Social media exposure (10x)
- Recognition as the Conference Charging Station Sponsor
- 8 conference registrations
- Ticket package inclusive of 1 table for the Luncheon, Gubernatorial Debate Town Hall VIP Reception (10 tickets), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (10 VIP tickets)
- 2-month recognition as an employer partner on Urban League's Workforce Career Center with 10 job posts and company logo

Fair Market Ticket Value: \$2,200
Ad Value: \$1,500
Tax-Deductible: \$71,300

PLATINUM BENEFACTOR: \$50,000

- Half page color ad in the conference program guide
- CEO/Company Executive speaking opportunity at 1 conference panel session
- Invitation to place company signage at 1 conference panel session
- Logo included on signage at conference and gala venue (4)
- Logo included in conference and gala program
- Logo included on ULLA website
- Social media exposure (6x)
- Recognition as the WIFI Sponsor
- 6 conference registrations
- Ticket package inclusive of 1 table for the luncheon, Gubernatorial Debate Town Hall VIP Reception (8 tickets), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (10 VIP tickets)
- 1-month recognition as an employer partner on Urban League's Workforce Career Center with 6 job posts and company logo

Fair Market Ticket Value: \$2,150
Ad Value: \$750
Tax-Deductible: \$47,100

SPONSORSHIP OPPORTUNITIES

GOLD BENEFACTOR: \$25,000

- Half page color ad in the conference program guide
- Logo included in conference and gala program
- Company logo on ULLA website
- Logo acknowledged during gala program and on AV screen
- 4 conference registrations
- Ticket package inclusive of 6 tickets for the luncheon, Gubernatorial Debate Town Hall VIP Reception (6 tickets), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (6 VIP tickets)
- 2 weeks recognition as an employer partner on Urban League's Workforce Career Center with 6 job posts and company logo`

Fair Market Ticket Value: \$1,760

Ad Value: \$750

Tax-Deductible: \$22,490

SILVER BENEFACTOR: \$10,000

- 1/4 page ad in the conference program guide
- Name listing in gala program
- Company logo on ULLA website
- Logo acknowledged during gala program and on AV screen
- 2 conference registrations
- Ticket package inclusive of 4 tickets for the luncheon, Gubernatorial Town Hall VIP Reception (4 tickets), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (4 VIP tickets)
- 2 weeks recognition as an employer partner on Urban League's Workforce Career Center with 6 job posts and company logo

Fair Market Ticket Value: \$1,840

Ad Value: \$350

Tax-Deductible: \$7,810

SPONSORSHIP OPPORTUNITIES

BRONZE BENEFACTOR: \$6,000

- Name listing in conference and gala program
- 1 conference registration
- Ticket package inclusive of 3 tickets for the luncheon, Gubernatorial Debate Town Hall VIP Reception (3 ticket), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (3 VIP tickets)

Fair Market Ticket Value: \$1,430

Tax-Deductible: \$4,570

BENEFACTOR: \$3,000

- Name listing in conference and gala program
- Name listing on ULLA Website
- Ticket package inclusive of 1 ticket for the luncheon, Gubernatorial Debate Town Hall VIP Reception (2 ticket), and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (2 VIP tickets)

Fair Market Ticket Value: \$1,260

Tax-Deductible: \$1,740

INDIVIDUAL TICKETS

Gala Ticket: \$300 each

Luncheon Ticket: \$75 each

CONFERENCE PROGRAM GUIDE ADVERTISEMENT

Full Page: \$2,500

Half Page (horizontal): \$1,500

Quarter Page: \$750

SPONSORSHIP FORM

COMPANY _____

CONTACT NAME _____ EMAIL ADDRESS _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ FAX _____

SPONSORSHIP LEVEL (PLEASE CHECK ONE)

\$250,000+ | 85TH ANNIVERSARY SUSTAINING

THE MOVEMENT SPONSOR

\$150,000 | EQUALITY BENEFACTOR

\$100,000 | OPPORTUNITY BENEFACTOR

\$75,000 | DIAMOND BENEFACTOR

\$50,000 | PLATINUM BENEFACTOR

\$25,000 | GOLD BENEFACTOR

\$10,000 | SILVER BENEFACTOR

\$6,000 | BRONZE BENEFACTOR

\$3,000 | BENEFACTOR

\$300 | PATRON GALA TICKETS

QUANTITY _____

\$75 | INDIVIDUAL LUNCHEON TICKETS

QUANTITY _____

FULL COLOR SOUVENIR JOURNAL ADVERTISEMENTS

\$2,500 | FULL-PAGE

5.5" (WIDTH) X 8.5" (HEIGHT)

\$1,500 | HALF-PAGE

5.125" (WIDTH) X 4" (HEIGHT)

\$750 | QUARTER-PAGE

2.5" (WIDTH) X 4" (HEIGHT)

EMAIL CAMERA-READY ARTWORK TO:

SBLUM@URBANLEAGUELA.ORG

DEADLINE: JULY 15, 2023

(File for artwork must be a .PDF at 300 dpi)

SUBMIT COMPLETED FORM TO

MAIL: 4640 S. CARROLLTON AVENUE, SUITE 210, NEW ORLEANS, LA 70119

EMAIL: TWALKER@URBANLEAGUELA.ORG AND CWASHINGTON@URBANLEAGUELA.ORG

MAKE CHECKS PAYABLE TO URBAN LEAGUE OF LOUISIANA.

FOR MORE INFORMATION, CALL TYRONNE WALKER AND CATHY WASHINGTON AT (504) 620-2332



Urban League of Louisiana

www.urbanleaguela.org

 Urban League of Louisiana

  @UrbanLeagueLA