



Urban League of  
Louisiana

# EMPOWERMENT & POLICY CONFERENCE AND GALA

SPONSORSHIP OPPORTUNITIES

**Urban League of Louisiana** is one of 92 affiliates of National Urban League, founded in 1910 in New York. The mission of Urban League of Louisiana is to build a Louisiana where Black and other people of the global majority have economic self-reliance, generational wealth, civil rights, and equitable representation. Urban League of Louisiana's core work is focused in the areas of health & wellbeing which includes education and youth development, generational wealth which includes workforce development and entrepreneurship, and housing stability. Urban League executes these areas of focus through convenings and events, programs, policy advocacy, and narrative change.

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](http://www.urbanleaguela.org).

## 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.

### **2025 is a year of great consequence where both threats and opportunities abound.**

This year's events follow the recognition of Urban League of Louisiana's 85th Anniversary in 2023, an organizational shift to a 2-Gen holistic family centered approach through implementation of our new strategic plan, and hosting the National Urban League Conference in 2024, marking its fourth visit to New Orleans. This year, we will mark the 20th commemoration of Hurricane Katrina, as well as grapple with a changing political and economic climate. For these reasons and more, we are excited to host these two signature events October 28-30 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.

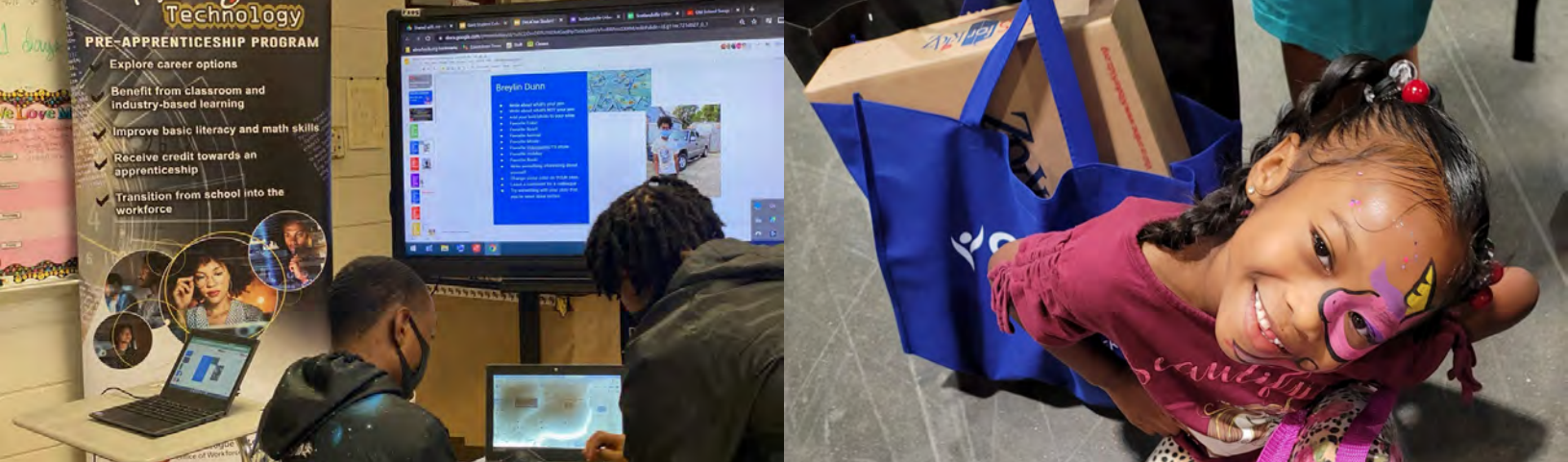
Included in this packet is information on various sponsorship levels for your consideration. Your partnership positions us to continue offering solutions to enhance our region's education, workforce, small business, and social justice goals.

Should you need any additional information regarding this proposal, please contact Judy Morse via email at [jmorse@urbanleaguela.org](mailto:jmorse@urbanleaguela.org) and Cathy Washington at [cwashington@urbanleaguela.org](mailto:cwashington@urbanleaguela.org).

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



Judy Reese Morse  
President & CEO, Urban League of Louisiana



## URBAN LEAGUE AREAS OF IMPACT

### HEALTH & WELLBEING: EDUCATION & YOUTH DEVELOPMENT

- Clarence L. Barney Headstart Center
- Family Engagement Center
- Urban League Project Ready
- Education Equity Program

### GENERATIONAL WEALTH: 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

### ENTREPRENEURSHIP & INNOVATION

- Women's Business Resource Center
- Contractor's Resource Center
- Scale UP! Louisiana
- Start Up! Louisiana
- PepsiCo Restaurant Accelerator Program
- Walmart 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)
- Connect to Capital Program





## PUBLIC POLICY & ADVOCACY

- 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

# DELIVERING IMPACT



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.



In 2024, our flagship Project Ready Program provide high school students with 3,450 hours of ACT Prep, and our Family Engagement Center engaged 6,654 families.



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.

# 2023 CONFERENCE SUMMARY AND EVALUATION

## 7 VITAL TOPICS

- ECONOMIC OPPORTUNITY & WEALTH CREATION
- SAFETY & CRIMINAL JUSTICE REFORM
- VOTING RIGHTS & CIVIC ENGAGEMENT
- RACE, CULTURE & CREATIVES
- HEALTH EQUITY
- EDUCATION EQUITY & PROTECTING HISTORY
- ENVIRONMENTAL JUSTICE & GREEN ECONOMY

**2**  
Days

**1,000+**  
Registrants

**7**  
Attendee  
Topic Tracks

**100**  
Panelists &  
Speakers

**21**  
Breakout  
Sessions

**5**  
Plenary  
Sessions

**52**  
Generous  
Sponsors

**1,070**  
Breakout Session  
Attendance

**123**  
Youth Summit  
Students



## NOTABLE PAST GUESTS



**Symone Sanders  
Townsend**  
*Political Strategist and  
Commentator, MSNBC*



**Marc Morial**  
*CEO, National  
Urban League*



**CJ McCollum**  
*NBA Star*



**Swin Cash**  
*Former WNBA Star and  
New Orleans Pelicans VP*



**Angela Rye**  
*Former CNN  
Commentator*



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



**Dr. Andre Perry**  
*Fellow,  
Brookings Institute*



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



**Bill Bynum**  
*CEO,  
Hope Credit Union*



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



**Bakari Sellers**  
*CNN Commentator*



# 5TH ANNUAL EMPOWERMENT & POLICY CONFERENCE

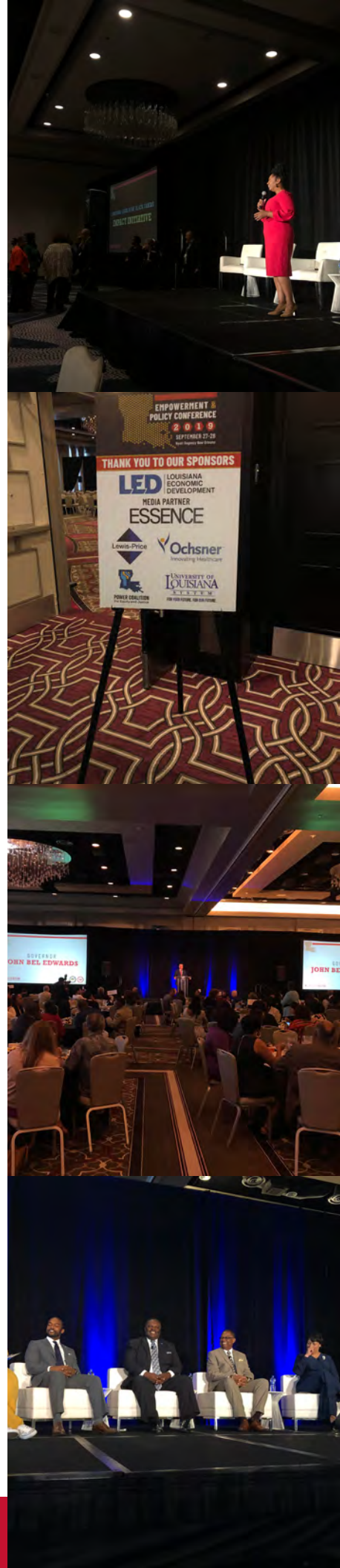
OCTOBER 28-29, 2025

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 20th commemoration of Hurricane Katrina, as well as the changing political and economic landscape in the country provides a unique backdrop for this year's conference. 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



## MEDIA COVERAGE



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### IN THE WORDS OF PAST CONFERENCE ATTENDEES

“The organization of the conference was well done. It was akin to a master class.”

“I thought the sessions were well thought out, my only issue was that I couldn’t attend them all.”

“Each of the plenary sessions was packed with information and quality speakers and moderators. I loved the breadth and diversity of the topics covered in the plenary sessions.”

“Everything was perfect. The professionals who staffed these areas were not just professional but they were extremely helpful and respectful.”

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## CONFERENCE HIGHLIGHTS

- Press Conference to unveil conference agenda and notable speakers
- 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.





# 2023 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

## SUSTAINING THE MOVEMENT SPONSOR: \$250,000+

- CEO to serve as conference and gala chairperson
- Recognition as *Sustaining the Movement Sponsor*
- Media opportunity that helps promote the conference and gala, plus recognition at September-October 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 Conference & Gala
- Full color ad in the conference program
- Logo in conference and gala digital 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
- Product inclusion in conference bags
- Ticket package inclusive of 2 tables at the luncheon, 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 Services 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 September-October 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 digital program
- Ticket package inclusive of 1 table at the luncheon, 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 Services 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 September-October 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
- Ticket package inclusive of 1 table for the Luncheon, 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 Services 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 digital program
- Logo included on ULLA website
- Social media exposure (10x)
- Recognition as the Conference Charging Station Sponsor
- Ticket package inclusive of 1 table for the Luncheon, 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 Services 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 digital program
- Logo included on ULLA website
- Social media exposure (6x)
- Recognition as the WIFI Sponsor
- Ticket package inclusive of 1 table for the luncheon, 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 Services 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 digital program
- Company logo on ULLA website
- Logo acknowledged during gala digital program and on AV screen
- Ticket package inclusive of 6 tickets for the luncheon, 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 Services 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 digital program
- Company logo on ULLA website
- Logo acknowledged during gala digital program and on AV screen
- Ticket package inclusive of 4 tickets for the luncheon, 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 Services 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 digital program
- Ticket package inclusive of 3 tickets for the luncheon, 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 digital program
- Name listing on ULLA Website
- Ticket package inclusive of 1 ticket for the luncheon, 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:**

**[COMMUNICATIONS@URBANLEAGUELA.ORG](mailto:COMMUNICATIONS@URBANLEAGUELA.ORG)**

DEADLINE: SEPTEMBER 15, 2025

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

## SUBMIT COMPLETED FORM

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

EMAIL: [JMORSE@URBANLEAGUELA.ORG](mailto:JMORSE@URBANLEAGUELA.ORG) AND [CWASHINGTON@URBANLEAGUELA.ORG](mailto:CWASHINGTON@URBANLEAGUELA.ORG)

OR SUBMIT BELOW

MAKE CHECKS PAYABLE TO URBAN LEAGUE OF LOUISIANA.

FOR MORE INFORMATION, CALL JUDY MORSE AND CATHY WASHINGTON AT (504) 416-0221.





[www.urbanleaguela.org](http://www.urbanleaguela.org)

 Urban League of Louisiana

  @UrbanLeagueLA