

2  
0  
1  
5

# Urban League of Greater Atlanta

Partners for the League Campaign

*Empowering Communities... Changing Lives!*



## 2015 Sponsorship Proposal and Guide for 2016

*Celebrating 95 Years of Service to Metropolitan Atlanta*

# Table of Contents

• Letter of Invitation	3
• Mission, Programs, Services & Accomplishments	4
• Urban League of Greater Atlanta Partnership Opportunities – Special Events	5
○ 5 <sup>th</sup> Annual Spirit of the League Awards Luncheon	6
○ 95 <sup>th</sup> Annual Meeting & Luncheon of Stakeholders	7
○ 54 <sup>th</sup> Annual Equal Opportunity Day Dinner Sponsorship Levels	8
○ Partners for the League - 2015-16 Family Empowerment Project	9
• Urban League of Greater Atlanta Sponsorship Bundles Opportunities	10
• Urban League of Greater Atlanta 2015-16 Partnership Commitment Form	11

# Letter of Invitation

Greetings Partners and Prospective Partners of the League:

The **Urban League of Greater Atlanta** has launched its annual **Partners for the League Campaign** to sustain and create new strategic partnerships that support youth, adults and families to move up the economic ladder. The League serves over 3,000 individuals annually and the demand for our services continues to grow. There are three important conditions in Greater Atlanta and Georgia that are driving our work:

## **Vital Economic Factors Driving Urban League's Impactful Work**

- #1: Georgia continues to have one of the highest rates of unemployment in the nation
- #2: Georgia graduates less than 67% of its high school students from high school in 4 years
- #3: Georgia has one of the highest rates of incarceration of any state in the nation

For these reasons the Urban League's work is more important than ever and our programs and services must be strong and impactful to meet community needs. When families are not economically stable, our entire region is at risk. We invite YOU to Partner with the Urban League of Greater Atlanta by supporting our fundraising events and programs. Our signature events and program support opportunities are as follows:

- ❖ **2015 Spirit of the League Awards Luncheon – May 29, 2015 – “Investing in Youth Today; Empowering Young Adults Tomorrow”** featuring KeKe Palmer – Actress and Champion of the Save Our Daughters campaign and ULGA Youth Programs Success
- ❖ **95<sup>th</sup> Annual Meeting & Luncheon of Stakeholders- Friday, June 17, 2015** at the Loudermilk Center – to report on the agency's work and impact and install new Board leadership
- ❖ **54<sup>th</sup> Annual Equal Opportunity Day (EOD) Dinner- Saturday, December 5, 2015**
- ❖ **Partners for the League:** Partner with the Urban League to get our community trained, back to work and moving back up the economic ladder by supporting the **2015-16 Urban League Family Empowerment Project**. It supports our community impact programs in **Education & Occupational Skills Training, Employment & Career Services, Housing, Entrepreneurship** and **Youth Development Programs** - all designed to empower and support families to achieve economic self-reliance in these tough economic times!

The Urban League of Greater Atlanta is a trusted and outcome driven agency with more than **95 years of service to the metro Atlanta community**. To continue our work to empower youth, adults and families to move up the economic ladder and plug into our new economy, we need and value the support of corporate citizens, individuals and foundation partners like you!

We are attaching a **2015 Partnership Proposal/Guide for 2016** and **Highlights of Urban League of Greater Atlanta Programs and Accomplishments** for your review and consideration. Please checkout our new **Special Bundle Sponsorship Packages** on page 10 and we will contact you within the week to respond to your questions and provide any additional information you require. Thank you for your consideration!

Yours in the Spirit of the Movement,

*Nancy A. Flake Johnson*

Nancy A. Flake Johnson  
President/CEO

*Nick F. Nelson*

Nick F. Nelson  
Chair of the Board

# Mission, Programs, Services & Accomplishments

## Urban League of Greater Atlanta Mission

To enable and empower African Americans and other underserved communities to achieve their highest human potential and secure economic self-reliance, parity, power and civil rights. To accomplish its mission, the League focuses on education, workforce development, home ownership, wealth creation, entrepreneurship, health, social work, law, advocacy and other disciplines to bring about equal opportunities and equal access in Metropolitan Atlanta.

## Urban League of Greater Atlanta Programs & Services

### The Homeownership Center

- Pre & Post Purchase Counseling
- Homebuyer Education Workshops
- Home Ownership Preservation
- Foreclosure Prevention & Intervention
- Credit Counseling
- Housing Referrals
- Financial Literacy



### The Entrepreneurship Center

- Start Up Business Basics
- Growing a Profitable Business
- Contracting for Small Businesses
- Accessing Capital Institute
- Training & Coaching

### Center for Education, Training & Workforce Development

- GED Preparation
- Think UP Institute: Unlimited Possibilities: The Career Life Empowerment Program
- Step UP to Work: Job Readiness, Job Search & Job Placement
- Computer & Internet Skills Training
- Microsoft Office Certification
- Employer Network and Jobs Matching Program
- New Beginnings: Transitional Employment Program
- Training to Work Program
- Vocational & College Education Advancement Programs

### Youth Programs

- Project Ready: Post-Secondary Success & Mentoring Program for High School Students
- Urban Youth Employment Program (UYEP)
- Project Wellness Teen Pregnancy Program
- YouthBuild
- Neighborhood College

## Urban League of Greater Atlanta History

The Urban League of Greater Atlanta was founded in 1920 as an affiliate of the National Urban League, to support African American families migrating from the rural communities of Georgia in unprecedented numbers to the vibrant industrialized city of Atlanta. It was the dawn of the industrial revolution and the 20th Century, and Atlanta was a segregated city.

These families were seeking opportunities and the Urban League of Greater Atlanta provided the much needed support to connect with employment, job training, housing, health care and education for their children. Ninety-five years later, in the midst of the worst economic downturn our nation has ever experienced, the Urban League of Greater Atlanta is just as relevant today, as it was in 1920. The agency works diligently to **“Empower Communities and Change Lives!”**

The National Urban League, founded in 1910 and headquartered in New York City, spearheads our nonprofit, nonpartisan, national community-based movement that has grown to over 100 affiliates in 36 states across the country.

## Urban League Program Highlights 2013-14

- **Project Ready: A College and Career Access Program:** 57 students in the 9<sup>th</sup> – 12<sup>th</sup> grade at Benjamin E Mays High School Eagles and Dorothy Height Academies participated in Project Ready receiving academic support, career exploration, college tours, job readiness and life skills; a team of 4 young men and 4 young women earned a trip to the National Urban League Youth Summit in Cincinnati. 23 graduated on time and all 23 got accepted to college.
- **Step Up to Work:** Conducted 96 Job Readiness Soft Skill Workshops and provided career coaching for 836 youth and adults with varying backgrounds and experience to upgrade their job readiness skills and search for employment; 311 were placed in unsubsidized jobs for all workforce platforms. The agency also launched our **Accelerated Business Professionals Program** to support individuals with degrees and experience to reconnect to employment and careers.
- **First Time Homebuyer Workshops and Counseling:** Conducted 14 Homebuyer Education Workshops for 636 attendees; 185 clients received pre and post purchase counseling; purchased 34 homes valued in excess of \$4 million; clients were also approved for down payment assistance ranging from \$6k - \$15k;
- **Foreclosure Intervention/Prevention** - Successfully negotiated loss mitigation plans for 22 families were able to remain in their homes valued at \$5.1 million.
- **2<sup>nd</sup> Chance New Beginnings Transitional Program,** 57 individuals with barriers to employment were assisted to secure jobs, learn employment and life skills, get connected to supportive services and housing. This program was evaluated by the Morehouse School of Medicine and placed 72% of participants.
- **The Entrepreneurship Center (TEC)** – Supports entrepreneurs and existing businesses to launch and grow. Coaching was provided to 297 firms and 592 were trained in small business management. The program supported firms to acquire \$1.9 million in contracts and \$520k in loans.

# Urban League of Greater Atlanta Partnership Opportunities – Special Events



## **5<sup>th</sup> Spirit of the League Awards Luncheon**

**Friday, May 29, 2015**

Location: Twelve Hotel - Atlantic Station, Midtown Atlanta

**Honoring Celebrity and Community Heroes**

**Past Honorees include:**

*Tyler Perry, Mo'nique, Soledad O'Brien, Terri Vaughn*

The Spirit of the League Awards Luncheon is designed to recognize individuals who have exhibited the “**Spirit of the Urban League Movement**” by overcoming significant challenges in their lives to go on to achieve success and give back to the community. By honoring these individuals our goal is to inspire individuals in our community who may be facing challenging times to be motivated to achieve their highest human potential and take control of their lives and make positive sustainable changes with the support of community organizations and resources.

---

## **95<sup>th</sup> Urban League of Greater Atlanta Annual Meeting and Luncheon of Stakeholders**

**Wednesday, June 17, 2015**

Loudermilk Conference Center

The Annual Meeting provides a forum for the League to report the results of operations, programmatic impact on the community and the Agency's accomplishments for the current program year as well as outlines the agency's priorities and new initiatives for the coming year. It also affords the League the opportunity to recognize our partners, donors and outgoing board members, induct new board members, and award service pins to deserving staff and supporters.

---

## **54<sup>th</sup> Annual Equal Opportunity Day Dinner**

**Saturday, December 5, 2015**

Location: Hyatt Regency Atlanta

The **Equal Opportunity Day (EOD) Dinner** – recognizes corporations, organizations and individuals who champion equal opportunities for African Americans and other underserved communities. During the event, three categories of awards are presented:

**Equal Opportunity Award of the Year** – presented to an individual, corporation or organization in recognition of their dedication and commitment to equality in the workplace through diversity in workforce, supplier utilization and community investments, civic engagement or economic development making positive impacts on the community.

**Community Service of the Year Award** – presented to a corporation or individual who demonstrates commitment to the broader community through initiatives and exemplary service.

**League Auxiliaries Award** – presented to an Urban League of Greater Atlanta Young Professional and Guilder who demonstrate exemplary leadership and community service through volunteerism.

# 2015 Spirit of the League Luncheon Sponsorship Levels



<b>Spirit of League Awards Luncheon: Friday, May 29, 2015</b>
<b>Premier Sponsor — \$25,000</b>
Prominent Sponsorship Acknowledgment and Logo at the Spirit of the League Event
Speaking Role at Luncheon
(2) Premier Tables for 10 at Luncheon
(20) VIP Reception Tickets
Full Page Color Ad in Program
Recognition in all media materials including radio, television promotions and website
<b>Platinum Sponsor — \$15,000</b>
Prominent Sponsorship Acknowledgment at the Spirit of the League Luncheon honoring a celebrity
Speaking Role at Luncheon
(1) Premier Table for 10 at Luncheon
(10) VIP Reception Tickets
Full Page Color Ad in Program
<b>Gold Sponsor — \$10,000</b>
Prominent Sponsorship Acknowledgment at Spirit of the League Event
Speaking Role at VIP Reception
(1) Premier Table for 10 at Luncheon
(10) VIP Reception Tickets
Half Page Color Ad in Program
<b>Silver Sponsor — \$7,500</b>
(1) Table for 10 at the Luncheon
(6) VIP Reception Tickets
Sponsorship Acknowledgment at the Luncheon
Quarter Page Color Ad in Program
<b>Bronze Sponsor — \$5,000</b>
(1) Table for 10 at the Luncheon
(4) VIP Reception Tickets
Sponsorship Acknowledgment at the Luncheon
Quarter Page Color Ad
<b>Table Sponsor — \$2,500</b>
(1) Table for 10 at the Luncheon
(2) VIP Reception Tickets & Listing in Souvenir Journal
<b>Individual Tickets (members)-\$100</b>
<b>Individual Tickets (non-members)-\$125</b>
Includes One Year Membership
<b>Customized Packages Are Available Upon Request</b>

# 95<sup>th</sup> Annual Meeting & Luncheon of Stakeholders Sponsorship Levels



## 95<sup>th</sup> Urban League of Greater Atlanta Annual Meeting & Luncheon of Stakeholders

Wednesday, June 17, 2015

Loudermilk Conference Center

The Annual Meeting provides a forum for the League to report the results of operations, programmatic impact on the community and the Agency's accomplishments and priorities/new initiatives for the coming year. This event also affords the League the opportunity to recognize an individual whose civic accomplishments are consistent with the mission of the League, welcome and induct new Board Members and award service pins to deserving individuals.

<b>Urban League of Greater Atlanta Annual Meeting &amp; Luncheon of Stakeholders: Wednesday, June 17, 2015</b>
<b>Empowerment Sponsor — \$5,000</b>
❖ 3 Tables of 10 - Priority Seating
❖ Welcoming remarks on program
❖ Prominent acknowledgement on invitation at event
❖ Recognition on website
<b>Sustaining Sponsor — \$2,500</b>
❖ 2 Tables of 10 - Priority Seating
❖ Prominent acknowledgement at event and in the program
❖ Acknowledgement in program and at event
<b>Supporting Sponsor — \$1,000</b>
❖ 1 Table of 10
❖ Acknowledgement at the event and in the program
<b>Table Sponsor — \$750</b>
❖ 1 Table of 10
❖ Listing in the program
<b>Individual Ticket — \$75</b>
<b>Customized Packages Are Available Upon Request Your Support is Appreciated!</b>

# 54<sup>th</sup> Annual Equal Opportunity Day Dinner Sponsorship Levels



<b>54<sup>th</sup> Annual Equal Opportunity Day Dinner: Saturday, December 5, 2015 Celebrating 95 Years of Service to Greater Atlanta!</b>	
<b>Diamond Presenting Sponsor — \$50,000</b>	
Prominent Sponsorship Acknowledgment and Logo at the 53 <sup>rd</sup> Equal Opportunity Day Dinner	
Speaking Role During the Equal Opportunity Day Dinner	
(4) Premier Tables for 10 at the Dinner	
40 VIP Reception Tickets	
Full Page Color Ad on Inside Cover of 54 <sup>th</sup> Anniversary Program	
Recognition in all media materials including radio, television promotions and web site	
<b>Platinum Sponsor — \$30,000</b>	
Prominent Sponsorship Acknowledgment at the Equal Opportunity Day Dinner	
Speaking Role During the Equal Opportunity Day Dinner	
(3) Premier Tables for 10 at the Dinner	
(20) VIP Reception Tickets	
Strategic Placement of Full Page Color Ad in 54 <sup>th</sup> Anniversary Program	
Recognition in all media materials including radio, television promotions and website	
<b>Sustaining Sponsor — \$20,000</b>	
Prominent Sponsorship Acknowledgment at the Equal Opportunity Day Dinner	
(2) Premier Tables for 10 at Dinner	
(20) VIP Reception Tickets	
Full Page Color Ad in 54 <sup>th</sup> Anniversary Program	
Recognition in all media materials including radio, television promotions and website	
<b>Supporting Sponsor — \$15,000</b>	
(1) Table for 10 at the Dinner	
(10) VIP Reception Tickets	
Full Page Color Ad in 54 <sup>th</sup> Anniversary Program	
Recognition in marketing materials	
<b>Gold Sponsor — \$10,000</b>	
Patron Support Acknowledgement in Program	
(1) Table for 10 at the Dinner	
(10) VIP Reception Tickets	
Full Page Color Ad in 54 <sup>th</sup> Anniversary Program	
<b>Silver Sponsor — \$5,500</b>	
Patron Support Acknowledgement in Program	
(1) Table for Ten at EOD Dinner	
(6) VIP Reception Tickets	
Half Page Color Ad in 54 <sup>th</sup> Anniversary Program	
<b>Bronze Sponsor — \$3,500 (This Level will be eliminated in 2016)</b>	
Patron Support Acknowledgement in Program	
(1) Table for Ten at EOD Dinner	
(4) VIP Reception Tickets	
Quarter Page Ad in 54 <sup>th</sup> Anniversary Program	
<b>Premier Sponsor — (Non-profit only) \$2,000</b>	
Patron Support Acknowledgement in Program	
(1) Table for Ten at EOD Dinner	
<b>Individual Tickets- \$200 members; 250 non-members</b>	
<b>Customized Packages Are Available Upon Request</b>	



# Partners for the League – 2015

## Family Empowerment Project Sponsorship Opportunities Support Urban League Programs



If your company's preference is to directly impact the community through programs, we invite you to become a partner for our **2015 Family Empowerment Project**. It is an initiative that supports youth, adults and families to improve their economic condition through Education, Training, Jobs/Careers, Housing, Entrepreneurship and Youth Development. As the economy improves, the League is here to support families and youth to be ready and prepared to connect with career, education, employment and business development opportunities that will fuel the revitalization of our communities. Through partnerships with corporations and foundations with compatible missions and priorities, the Family Empowerment Project will generate measurable and impactful economic outcomes that result in Win/Win opportunities for all!

The levels of sponsorship and benefits of the **Family Empowerment Project** are as follows:

<b>Urban League of Greater Atlanta Partners for the League Opportunities</b>
<b>Empowerment Partner — \$50,000</b>
Company Banner in Agency Classroom/Prominent Agency and Program Support Recognition
Company name, logo, link and Partner Spotlight on ULGA Website
Prominent Recognition at ULGA Annual Meeting
Membership in ULGA Employer Network
Acknowledgement in Souvenir Programs/Books for Annual Meeting
Customized Special Event/Program
<b>Strategic Partner — \$25,000</b>
Prominent Agency and Program Support Recognition
Prominent Recognition at ULGA Annual Meeting
Membership in ULGA Employer Network
Company name, logo, link and Partner Spotlight on ULGA Website
Recognition at the ULGA Annual Meeting
<b>Legacy Partner — \$15,000</b>
Company Banner at one Major Program Event
Company logo on Program Materials
Company name, logo, link and Partner Spotlight on ULGA Website
Recognition at the ULGA Annual Meeting
<b>Supporting Partner — \$10,000</b>
Company Banner Displayed at one Program Event/Series
Company logo on Program Materials
Company name and logo on ULGA Website
Acknowledgement at Annual Meeting
<b>Support Options—Unrestricted</b>
<input type="checkbox"/> Step Up to Work Employment Program <input type="checkbox"/> Think UP Career Development (Unlimited Possibilities) <input type="checkbox"/> Housing/Homeownership <input type="checkbox"/> Youth Development The Entrepreneurship Center

# NEW: 2015 Special Sponsorship Bundle Packages

Opportunity to Support ALL ULGA Events & Programs at Levels that fit your corporate budget



New for **2015**, the ULGA is offering our partners the opportunity to support our agency for all of our special events and the program(s) that align with your priorities by offering **Special Sponsorship Bundle Packages**. With a Bundle, Partners may support ULGA throughout the year and benefit from year-round branding opportunities that accommodate your company budget. The levels of sponsorship and benefits are as follows:

<b>Urban League of Greater Atlanta Sponsorship Bundle Opportunities</b>
<b>Sponsorship Bundle # 1 — \$50,000</b>
Empowerment Sponsor – Annual Meeting & Stakeholders Luncheon \$5,000
Bronze Sponsor – Spirit of the League Awards Luncheon \$5,000
Platinum Sponsor – Equal Opportunity Day Dinner \$30,000
Partners for the League Family Empowerment Project Program Support: \$10,000*
<b>Sponsorship Bundle #2 - \$35,000</b>
Sustaining Sponsor – Annual Meeting & Stakeholders Luncheon \$5,000
Gold Sponsor – Spirit of the League Awards Luncheon \$10,000
Supporting Sponsor – Equal Opportunity Day Dinner \$15,000
Partners for the League Family Empowerment Project Program Support: \$5,000*
<b>Sponsorship Bundle #3 — \$25,000</b>
Supporting Sponsor – Annual Meeting & Stakeholders Luncheon \$1,000
Bronze Sponsor – Spirit of the League Awards Luncheon \$5,000
Supporting Sponsor – Equal Opportunity Day Dinner \$15,000
Partners for the League Family Empowerment Project Program Support: \$4,000*
<b>Sponsorship Bundle #4 — \$15,000</b>
Supporting Sponsor – Annual Meeting & Stakeholders Luncheon \$1,000
Bronze Sponsor – Spirit of the League Awards Luncheon \$5,000
Silver Sponsor – Equal Opportunity Day Dinner \$5,500
Partners for the League Family Empowerment Project Program Support: \$3,500*
<b>Sponsorship Bundle #5 — \$10,000</b>
Supporting Sponsor – Annual Meeting & Stakeholders Luncheon \$1,000
Table Sponsor – Spirit of the League Awards Luncheon \$2,500
Bronze Sponsor – Equal Opportunity Day Dinner \$3,500
Partners for the League Family Empowerment Project Program Support: \$3,000*
<b>*Program Support Designation: 1) General Operations 2) Workforce Development 3) Youth Services 4) Entrepreneurship 5) Housing</b>

# Urban League of Greater Atlanta 2015-16 Partnership Commitment Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Principal Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Office \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Website \_\_\_\_\_ Email: \_\_\_\_\_

General Donation to Family Empowerment Project: \_\_\_\_\_ Amount: \_\_\_\_\_

Program Designation Name: (if applicable) \_\_\_\_\_

2015 Spirit of the League Sponsorship Level \_\_\_\_\_ Amount \_\_\_\_\_

2015 Spirit of the League Advertising Only \_\_\_\_\_ Amount \_\_\_\_\_

2015 Annual Meeting Sponsorship Level: \_\_\_\_\_ Amount \_\_\_\_\_

Annual Meeting # of Tables \_\_\_\_\_ @ \$750 Amount \_\_\_\_\_

Annual Meeting # of Tickets \_\_\_\_\_ @ \$75 per/ticket Amount \_\_\_\_\_

54th EOD Sponsorship Level: \_\_\_\_\_ Amount \_\_\_\_\_

EOD Advertising Only \_\_\_\_\_ Amount \_\_\_\_\_

Special Sponsorship Bundle # \_\_\_\_\_ Amount \_\_\_\_\_

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

Please return partnership commitment form to:

Program Book Specifications & Rates "Advertising Only"	
Full Page (Color)	\$2,000
Full Page (B&W)	\$1,500
Half Page (Color)	\$1,000
Half Page (B&W)	\$ 750
Quarter Page (Color)	\$ 500
Quarter Page (B&W)	\$ 400

Dottie Johnson  
Urban League of  
Greater Atlanta  
229 Peachtree Street NE,  
Suite 300  
Atlanta, GA 30303  
Ph: 404.659.6580  
Fax: 404.659.5771  
djohnson@ulgatl.org

Acceptable digital formats at 300 DPI are: TIFF, JPEG, EPS or PDF files. For more information contact Dottie Johnson at 404.659.6580 djohnson@ulgatl.org.

**METHOD OF PAYMENT:**

Type: Visa • MC • AMX • Check Enclosed

Credit Card # / Security Code: \_\_\_\_\_ s \_\_\_\_\_ / \_\_\_\_\_

Credit Card Billing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_