BOLDLY
RECOGNIZING
100+ YEARS
2022 CENTENNIAL PARTNERSHIP PROPOSAL

WE WORK BOLDLY

Urban League of Greater Atlanta
WE WORK BOLDLY TO CLOSE THE RACIAL, WEALTH, AND SOCIAL JUSTICE GAPS AND IMPACT MORE LIVES.
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      - Spirit of the League Golf Tournament
      - Centennial Celebration Reception
        & Celebrity Concert
A new day has begun, yet times continue to be challenging for our families, small businesses, and communities across metro Atlanta. Many continue to be devastated by COVID-19 due to the continuing rapid spread of the virus and its variants, resulting in loss of life and challenges at school, home, and the workplace. Small businesses continue to struggle to secure capital, rehire employees, and make the necessary adjustments to survive.
These conditions are why the Urban League of Greater Atlanta launched its integrated economic mobility platform – the Financial Empowerment and Emergency Relief Center (FEERC) in 2020 in celebration of our 100 years of service to metro Atlanta. The FEERC focuses on meeting families and small businesses where they are to meet basic needs, increase income, manage money, and build credit and wealth. We have also created a Social Justice Commission that is working with regional leadership to advance the eradication of systemic racism in all sectors. The Urban League of Greater Atlanta’s focus remains on the low-to-moderate-income African American community, and we are grateful for the confidence and support of our stakeholders and funders.

The League is on the frontline providing emergency financial resources for basic needs, access to education and employment, economic opportunities, and hope for a better future to those affected by the COVID-19 pandemic and low-to-moderate-income families striving for economic advancement before the pandemic hit. You are invited to invest in the continuation and expansion of our work, and partner for positive and measurable community impact for 2021 and beyond. We welcome your partnership with us to build positive and measurable community impact for 2021 and beyond.

Addressing economic disparities and closing the racial wealth gap has been the focus of the League’s work since its inception 100 years ago. The COVID-19 pandemic has elevated the need for our economic empowerment work.
Over the years, we have served nearly 250,000 youth, adults, and families. Today, our mission, programs, and services are more vital than ever.

Our goal is to raise $10 million by 2025 to ensure we are nimble and quickly respond to existing and new challenges facing African Americans and others in need. Therefore, we request that you generously invest in our FEERC, emergency relief fund and Centennial fundraising events, and we will be good stewards of your trust. We customize partnerships to align with our mutual community priorities, budget and impact objectives.

We are ready to expand the FEERCs impact and we are up to the challenge. Rooted in history and strong in the present, the Urban League of Greater Atlanta is rich with opportunity to be a catalyst for systemic change and unification of our diverse citizenry.

Thank you for your consideration and vital support.

Please review our investment package. We look forward to meeting soon to customize an impactful partnership. If you have questions and for scheduling please contact John Armstrong, Chief Fund Development Officer, at jarmstrong@ulgatl.org or 404.798.3463.

NANCY FLAKE JOHNSON
PRESIDENT AND CEO

TAULICIA “TAI” ROBERSON
BOARD CHAIR

LARRY MCHUGH
FUNDRAISING CHAIR
ULGA LAUNCHED THE FEERC TO MEET THE NEEDS OF THE COMMUNITY AND AS A SIGNATURE INITIATIVE IN CELEBRATION OF 100 YEARS OF SERVICE. FEERC IS A HOLISTIC ECONOMIC MOBILITY MODEL: An evidence-based integrated and holistic economic mobility model that was developed by the Local Initiatives Support Corporation (LISC) and launched as a pilot in 2020. LISC Atlanta provided our seed funding, training for our team, and a tracking tool so we can measure economic impact. The ULGA FEERC meets youth, adults, and small businesses where they are and supports them to eliminate barriers through education, coaching, and connections to economic opportunity that could impede personal and financial success and supports them to achieve their goals and dreams.
The **FEERC** ensures basic needs are met and connections are made to supportive services, supports building capacity to generate household income through workforce career pathways and entrepreneurship, one-on-one financial coaching and education to build household budgets, credit, savings, and assets. The cornerstone of the **FEERC** model is providing these services in an integrated way — rather than as stand-alone services — and with a long-term commitment to helping clients reach their goals.

We’ve learned that integrated or “bundled” services lead to concrete gains in net income, credit scores, and job retention. Research shows that **FEERC** clients who take advantage of combined services are 50% more likely to land on a living wage career pathway than people receiving employment services alone.

Now, in the face of the pandemic, the Center also acts as a resource for emergency needs such as rent or mortgage assistance, small business survival, and access to healthcare.

We fully understand that life does not stop even in the face of chaos and disruption. Our **FEERC** has become a beacon of hope and a trusted anchor where people can turn for immediate assistance as well as to identify pathways to a sustainable, secure future.

At its core, the **FEERC** is a holistic economic mobility model to close the racial wealth gap. Our five economic empowerment platforms focus on:

- Workforce Development
- Entrepreneurship
- Civic Engagement/Social & Economic Justice
- Youth Development
- Housing/Wealth Building

**FEERC** facilitate the League’s historical mission of helping Black Americans build community and generational wealth accumulation. ULGA has provided the following emergency resources to-date:

- **1,044** Families Served
- **12,352** Webinar Attendees
- **$2.1M** Rental, Mortgage, Household, Food, and Utility Assistance
- **$1.1M** Small Business Access to Grants/Loans
- **10K+** Masks for Small Businesses & Civic Engagement
- **749** Economic and Civic Empowerment Webinars

- **1,044** FAMILIES SERVED
- **12,352** WEBINAR ATTENDEES
- **$2.1M** RENTAL, MORTGAGE, HOUSEHOLD, FOOD, AND UTILITY ASSISTANCE
- **$1.1M** SMALL BUSINESS ACCESS TO GRANTS/LOANS
- **10K+** MASKS FOR SMALL BUSINESSES & CIVIC ENGAGEMENT
WE WORK BOLDLY

100 YEARS OF IMPACT IN 2020
OPPORTUNITIES TO INVEST IN ULGA
The Urban League of Greater Atlanta is celebrating 100+ years of economic empowerment, advocacy and service to metro Atlanta families and communities.

Now more than ever, the Urban League of Greater Atlanta must be financially strong to meet urgent needs. During these challenging social and economic justice times, partnerships, sponsorships and investments in our work by corporations, individuals, and foundations will generate the vital resources required to sustain and expand needed programs and services.

We invite our stakeholders to support us in two ways. First, invest in the FEERC and help us celebrate 100+ years of service by becoming a sponsor to support the ULGA. 1) Invest in the FEERC 2) Sponsor one or more of our Centennial Celebration Special Events and consider investing in one of our Sponsorship Bundles.

LEVELS OF INVESTMENT IN THE FEERC AND BENEFITS
The ULGA collaborates with each of our stakeholders to customize a partnership that directly aligns with our mutual corporate/agency priorities, objectives, and financial resources needed and available for investment.

Customized partnerships and benefits may include:
- Program and special event sponsorships
- Co-branding and social media
- Volunteer opportunities
- Workforce and talent sourcing opportunities
- Small business webinars, events, grants, technical assistance, and pitch contests
- Mentoring
- In-kind donations of technology equipment and software, classroom furnishings, IT, marketing, and other opportunities
- Multi-year investments

THE FOLLOWING SUMMARIZES THE FEERC INVESTMENT LEVELS:

SUSTAINING PARTNER ................ $1,000,000 - $10,000,000+
EMPOWERMENT PARTNER .......... $500,000 - $999,999
STRATEGIC PARTNER ............... $100,000 - $499,999
LEGACY PARTNER ..................... $25,000 - $99,999
SUPPORTING PARTNER ............. $10,000 - $24,999
FRIENDS OF THE LEAGUE ........ UP TO $9,999

Multi-Year Gifts Will Sustain Our Impact

For questions and to schedule a partnership exploration and customization meeting please contact John Armstrong, Chief Development Officer at jarmstrong@ulgatl.org or 404-798-3463.
OPPORTUNITIES TO INVEST IN ULGA CENTENNIAL SPECIAL EVENTS

ULGA is offering our partners this special Centennial sponsorship opportunity to invest in the new FEERC program(s) and special events that align with your priorities by offering Special Customized Sponsorship Bundle Packages. Support of new FEERC and Special Events generates the vitally important “unrestricted funds” that our agency requires to meet unmet programmatic and capacity building needs. 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 investments and benefits are as follows:

SPONSORSHIP BUNDLE OPPORTUNITIES

Sponsorship Bundle # 1 — $250,000
• Presenting Centennial Celebration & Concert $150,000
• FEERC Support $75,000
• Connecting on the Green $15,000
• Spirit of the League Awards Luncheon $10,000

Sponsorship Bundle #2 - $200,000
• Centennial Celebration Entertainment Sponsor $100,000
• FEERC Support $75,000
• Connecting on the Green $10,000
• Spirit of the League Awards Luncheon $15,000

Sponsorship Bundle #3 — $150,000
• Centennial Celebration President’s Reception $75,000
• FEERC Support $50,000
• Connecting on the Green $10,000
• Spirit of the League Awards Luncheon $15,000

Sponsorship Bundle #4 — $100,000
• Centennial Celebration Afterglow Sponsor $50,000
• FEERC Support $40,000
• Connecting on the Green $5,000
• Spirit of the League $5,000

Sponsorship Bundle #5 — $50,000
• Centennial Celebration Silent Auction Sponsor $25,000
• FEERC Support $15,000
• Connecting on the Green $5,000
• Spirit of the League Awards Luncheon $5,000

Sponsorship Bundle #6 — $25,000
• Centennial Celebration Sustaining Sponsor $10,000
• FEERC Support $10,000
• Connecting on the Green $5,000…or Spirit of the League Awards Luncheon $5,000

Sponsorship Bundle #3 — $150,000
• Presenting Centennial Celebration & Concert $150,000
• FEERC Support $75,000
• Connecting on the Green $15,000
• Spirit of the League Awards Luncheon $10,000

Sponsorship Bundle #2 - $200,000
• Centennial Celebration Entertainment Sponsor $100,000
• FEERC Support $75,000
• Connecting on the Green $10,000
• Spirit of the League Awards Luncheon $15,000

Sponsorship Bundle #3 — $150,000
• Centennial Celebration President’s Reception $75,000
• FEERC Support $50,000
• Connecting on the Green $10,000
• Spirit of the League Awards Luncheon $15,000

Sponsorship Bundle #4 — $100,000
• Centennial Celebration Afterglow Sponsor $50,000
• FEERC Support $40,000
• Connecting on the Green $5,000
• Spirit of the League $5,000

Sponsorship Bundle #5 — $50,000
• Centennial Celebration Silent Auction Sponsor $25,000
• FEERC Support $15,000
• Connecting on the Green $5,000
• Spirit of the League Awards Luncheon $5,000

Sponsorship Bundle #6 — $25,000
• Centennial Celebration Sustaining Sponsor $10,000
• FEERC Support $10,000
• Connecting on the Green $5,000…or Spirit of the League Awards Luncheon $5,000

FRIDAY, JUNE 17, 2022
SPIRIT OF LEAGUE AWARDS LUNCHEON — WESTIN PEACHTREE

Premier Sponsor — $50,000
• 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

Platinum Sponsor — $25,000
• Prominent Sponsorship Acknowledgment at 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

Gold Sponsor — $15,000
• 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

Silver Sponsor — $10,000
• (1) Table for 10 at the Luncheon
• (6) VIP Reception Tickets
• Sponsorship Acknowledgement at the Luncheon
• Quarter Page Color Ad in Program

Bronze Sponsor — $5,000
• (1) Table for 10 at the Luncheon
• (4) VIP Reception Tickets
• Sponsorship Acknowledgement at the Luncheon
• Quarter Page Color Ad in program

CUSTOMIZED PACKAGES ARE AVAILABLE UPON REQUEST
ULGA “CONNECTING ON THE GREEN” CENTENNIAL CELEBRATION GOLF CLASSIC HOSTED BY THE GUILD

Tuesday, September 20, 2022
Atlanta National Golf Club

You are invited to participate in the Urban League of Greater Atlanta Connecting on the Green Golf Classic. The tournament will be held at Atlanta National Golf Club on Monday, September 26, 2022, beginning at 10:00am. Have fun! Network with high powered business leaders, professionals, and elected officials, participate in a golf clinic for beginners and support the League’s programs that Empower Our Communities and Change Lives!

CENTENNIAL CELEBRATION RECEPTION, PROGRAM & CELEBRITY CONCERT

Friday, December 9, 2022 • Location: Symphony Hall, Woodruff Arts Center

The Centennial Celebration - recognizes corporation, organizations and individuals who champion equal opportunities for African Americans and other underserved communities. During the event, honorees are recognized for their contributions to positively impacting our community through work with aligns with the League’s priorities.

Workforce Development/Career Pathways - To recognize individuals/employers/groups in the public and private sectors that helped families regain employment and promoted access to safety protocols for essential workers during the COVID pandemic. This category also recognizes champions of programs that help lower-wage earners boost skills, attain credentials in high demand industries, and earn livable wages with additional compensation and benefits. Honorees will be noted for innovative solutions to address the labor shortage, low wages, and barriers to workplace safety.

Entrepreneurship - To recognize entrepreneurs/groups/organizations and corporations dedicated to advancing small business development and contracting/sales opportunities to elevate the standard of living in historically underserved urban communities. Honorees will have made outstanding contributions toward developing successes among entrepreneurs of color. Black entrepreneurs who have achieved significant success while giving back to their communities are also eligible for recognition in this category.

Housing, Financial Literacy & Wealth Building - To recognize individuals/groups/corporations/financial institutions that work to expand homeownership, financial literacy, and wealth building opportunities for youth, adults, and families. Honorees will be those whose actions have increased affordable housing, and preserved homeownership by educating homeowners to prevent foreclosure caused by default /delinquency. This category also recognizes individual/groups that focus on helping individuals and families develop financial management skills and increase household income and overall well-being for a higher quality of life. Honorees will have made notable contributions to promoting homeownership and wealth for African American communities.

Youth & Young Adults - To recognize a significant contribution to the overall success of youth and young adults to complete high school on time, ready for college, careers, and life. Honorees will have engaged in mentoring and other activities that help lower-income students earn secondary and post-secondary education credentials; explore and identify high demand career pathways; gain access to STEAM education and opportunities; and earn scholarships, GED credentials and stackable credentials in high demand sectors. These sectors include healthcare, IT, building trades, transportation and logistics, film, TV & entertainment, financial services/Fin-tech, hospitality and more.

Civic Engagement, Criminal & Social Justice - To recognize significant achievements in educating the public and elected officials on the power of the vote, voter registration, mobilization, and public-policy and resource allocation decisions within political, economic, and social systems. Honorees also will be individual advocates or organizations engaged in social justice reforms related to police brutality and community collaborations/policing and those who work to eradicate systemic racism and bias that limit adult reentry and second chances. Additional qualifiers for this award are those promoting public outreach and education campaigns to increase economic development in communities of color.

SPONSORSHIP OPPORTUNITIES:

- Premium seating and afterglow
- Sponsor Banner
- Eight (8) registered golfers (2 teams) Opportunity to speak at the 19th Hole
- Opportunity to set up company tent on a hole

Customized packages are available upon request.

REGISTRATION:

THE STATE OF BLACK GEORGIA

In the State of Georgia there is no official academic or research report, nor relevant comprehensive documents that capture the successes and challenges facing the Black community throughout the State. While there are pockets of studies largely focused on single focused issues, the Urban League of Greater Atlanta will launch an overarching document that will from year-to-year capture and highlight those hot button issues, and general state of affairs outlook for black families in Georgia. More importantly, the report will drive policy and legislation on the State/Local level, provide authenticity to advocacy work and educate stakeholders and drive solutions.

We are proud to introduce this public policy tool during the Centennial Celebration of the Urban League of Greater Atlanta.

Sponsorship Opportunities

Presenting Sponsor - $150,000
- Editorial page influencer (feature writer)
- Full color page Back Cover Ad
- Web version major Ad
- Participation in the official unveiling announcement
- 20 premier tickets to the Centennial Celebration Concert
- 20 tickets to the Presidents Reception
- 20 tickets to After-Glow Reception

Gold Sponsor - $100,000
- Full color page (front inside cover)
- Web version major Ad
- Participation in the official unveiling announcement
- 10 premier tickets to the Centennial Celebration Concert
- 10 tickets to the Presidents Reception
- 10 tickets to After-Glow Reception

Silver Sponsor - $75,000
- Half page ad
- Acknowledgement at official unveiling announcement
- 6 premier tickets to the Centennial Celebration Concert
- 6 tickets to Presidents Reception
- 6 tickets to After-Glow Reception

Contributing Writer - $25,000
- One quarter page ad
- Mentioned in writing credits
- 4 premier tickets to Centennial Celebration Concert
- 2 tickets to Presidents Reception
- 4 tickets to After-Glow Reception
THE 2022 CENTENNIAL CELEBRATION
President’s Reception, Program, Concert, and Afterglow

The Urban League of Greater Atlanta is celebrating 100+ years of service to metro Atlanta families, businesses and communities and you are invited to participate in the festivities and support of ULGA to lay a solid foundation for the next 100 years.

On Friday, December 9, we will host The Centennial Celebration at the Woodruff Arts Center to thank all our stakeholders for your support and to give you a preview of the work we will be doing in the years to come to close the racial wealth gap, build bridges for impact across communities, and change the conversation toward economic parity and prosperity for African-Americans in Metro-Atlanta. The evening will include the following:

President’s Reception - The evening will begin with the Presidents’ Reception where the Presidents and CEOs of some of Atlanta’s most impactful companies will join Nancy Flake Johnson, President/CEO of the Urban League of Greater Atlanta and Taaciali Roberson, Chair of the Board, at an elegant VIP Reception for honorees and special guests with entertainment.

Program and Concert - Next, you will be ushered into Symphony Hall where we will officially launch our Financial Empowerment and Emergency Relief Center. We will share some of our most influential work and recognize some Atlantans who have made an incredible difference throughout the pandemic to improve the lives of people most harmed by the crisis. We will then be entertained by Grammy Award Winner, Producer and Song Writer Anthony Hamilton who will perform his greatest hits and songs from his soon to be released new album.

Afterglow - We will cap off the night with music, dancing, and an afterglow dessert and champagne reception to sincerely say thank you!

You won’t want to miss the event of the year and witness the magic and the promise of the work of the Urban League!
CENTENNIAL PRESENTING SPONSOR • $150,000
- Title Sponsorship Acknowledgement
- Speaking Role & Brand Video during the Centennial Celebration Reception, Concert & Afterglow
- (20) Premier Seating for Program/Concert
- (20) Presidents’ Reception Tickets
- (20) Afterglow Dancing and Reception

PLATINUM ENTERTAINMENT SPONSOR • $100,000
- Sponsor of the Premiere Entertainment for the Centennial Celebration Concert
- Speaking role during the program
- Prominent Sponsorship Acknowledgment at Centennial Celebration
- (15) Reserved Premier Seating for Program/Concert
- (15) President’s Reception Tickets
- Strategic Placement of Full-Page Color Ad in the Centennial Anniversary Program
- Recognition in all media materials including website and social media

DIAMOND VIP PRESIDENTS’ RECEPTION SPONSOR • $75,000
- Sponsor of the Presidents’ Reception featuring some of metro Atlanta’s most prominent CEOs from the public and private sectors and elected and civic leaders from across the region.
- Prominent Speaking role at the Reception
- Prominent Sponsorship Acknowledgment at the Centennial Celebration Concert
- (10) Reserved Premier Seating for Program/Concert
- (10) President’s Reception Tickets
- (10) Afterglow Dancing and Reception Tickets

GOLD AFTERGLOW & DANCING SPONSOR • $50,000
- (10) Premiere seating at the Program/Concert
- (10) President’s Reception Tickets
- (10) Afterglow Dancing and Reception Tickets
- Full Page Color Ad in Centennial Anniversary Program
- Recognition in pre-event media materials including website and social media

SILVER SILENT AUCTION SPONSOR • $25,000
- Patron Support Acknowledgment in Program
- (10) VIP seating at the Program/Concert
- (10) President’s Reception Tickets
- (10) Afterglow Dancing and Reception Tickets
- Full Page Color Ad in the Centennial Anniversary Program
- Full Page Color Ad on Inside Cover of Centennial Anniversary Program
- Recognition in all pre-event media materials including website and social media

BRONZE TABLE SPONSOR • $10,000
- Patron Support Acknowledgment in Program
- (6) Reserved Seating for Program/Concert
- (6) President’s Reception Tickets
- (6) Afterglow Dancing and Reception
- Half Page Color Ad in the Centennial Anniversary Program

CORPORATE VIP TICKETS • $1,000
- Admission to VIP President’s Reception
- Premium seating and afterglow

CUSTOMIZED PACKAGES ARE AVAILABLE UPON REQUEST
URBAN LEAGUE OF GREATER ATLANTA
2022 CENTENNIAL CELEBRATION COMMITMENT FORM

Company Name ________________________________

Address _________________________________________________________________

City ___________________ State _______ Zip __________________________

Principal Contact: _______________________________ Title: ____________________________

Office Phone: __________________ Mobile: __________________ Fax: _______________________

Company Website: __________________________ Email: _________________________________

Centennial Sponsorship Bundle # ___________________ Amount _______________________

Centennial Spirit of the League ___________________ Amount _________________________

Spirit of the League Advertising Only ___________________ Amount _____________________

Centennial Connecting on the Green ___________________ Amount _______________________

Centennial Reception, Program & Celebrity Concert ___________________ Amount __________

Advertising Only ___________________ Amount __________________________

General Investment in FEERC ___________________ Amount _________________________

TOTAL AMOUNT DUE: ________________________________

Program Book Specifications “Advertising Only” & Rates

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Acceptable digital formats at 300 DPI are: TIFF, JPEG, EPS or PDF files.

Please return Commitment Form to:

Dottie Johnson
Urban League of Greater Atlanta
230 Peachtree Street NW, Suite 2600
Atlanta, GA 30303
Ph: 678.612.3749
djohnson@ulgatl.org

METHOD OF PAYMENT:

Type: Visa • MC • AMX • Check Enclosed

Credit Card # / Security Code: _______________________________ / ________________

Credit Card Billing Address (if different): ____________________________________________

City: __________________________ State: __________ Zip: ____________________________

The deadline to submit an ad for the 2022 Centennial Celebration program is November 14, 2022. Acceptable digital formats at 300 DPI are: TIFF, JPEG, EPS or PDF files. Email ad to djohnson@ulgatl.org by November 14, 2022. Thank you.