2021 CENTENNIAL PARTNERSHIP PROPOSAL

WE WORK BOLDLY TO CLOSE THE RACIAL, WEALTH, AND SOCIAL JUSTICE GAPS AND IMPACT MORE LIVES.
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 FEERC’s 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

900+ TRAINED AND COACHED IN THE ENTREPRENEURSHIP CENTER

4,000+ MEN, WOMEN AND YOUTH DIRECTLY SERVED

WE WORK BOLDLY

1,532 ATTENDED FIRST-TIME HOME BUYER WORKSHOPS

90% OF EVERY DOLLAR TO DIRECT PROGRAMMING TO ECONOMICALLY IMPACT YOUTH, ADULTS AND FAMILIES IN METRO ATLANTA.

111 CLIENTS REPORTED PURCHASING HOMES AT AN AVERAGE PRICE OF $230,000

370 YOUTH SUPPORTED TO EARN SECONDARY AND POST-SECONDARY CREDENTIALS

176 ENTERED A PRE-APPRENTICESHIP OR INTERNSHIP PROGRAM

500 VOTERS REGISTERED THROUGH ADVOCACY & OUTREACH EVENTS

323 TRAINED IN DIGITAL LITERACY & INTERNET ESSENTIALS

393 INTRODUCED TO THE TV AND FILM INDUSTRY VIA THE ANNUAL SYMPOSIUM AND CAREER FORUMS

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WE WORK BOLDLY

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:
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

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 corporations, 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 that aligns with the League’s priorities.

Centennial Celebration Award – presented to an exemplary 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.

Empowerment Award – ULGA recognizes individuals and corporations that have positively impacted our communities and the region in the arenas that the League supports: Education, Entrepreneurship, Housing, Civic Engagement, Criminal Justice, Civil Rights and Youth Advocacy through initiatives and exemplary service.

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

Published by the Atlanta Urban League Planning Office
For more information call 404-814-7200

CONNECTING ON THE GREEN IS OUR ANNUAL GOLF TOURNAMENT

The event is on Tuesday, September 20, 2022 at the Atlanta National Golf Club presented by the Urban League of Greater Atlanta Guild. The net proceeds from the Tournament will support our Community Emergency Relief Fund (CERF) that provides emergency financial assistance to families most affected by the COVID 19 pandemic for rent, mortgage, food, utilities, transportation to work and other urgent needs.

The event attracts a diverse group of corporate business leaders, entrepreneurs, faith-based leaders and young professionals who fellowship, network and have a fun day of golf that includes opportunities to win prizes, trophies and enjoy a 19th Hole Reception. Sponsorship opportunities packages are described below.

SPONSORSHIP OPPORTUNITIES:

PRESENTING • $10,000
- Twelve (12) registered golfers (3 teams) Presenting, Title ...
- Opportunity to speak at Golf Kick-Off during Announcement
- Opportunity to provide promotional items
- Opportunity to set up company tent on a hole

GOLD • $7,500
- Eight (8) registered golfers (2 teams) Opportunity to speak at the 19th Hole Reception Opportunity to provide promotional items

SILVER • $5,000
- Four (4) registered golfers (1 team)

NETWORKING • $3,500
- Four (4) registered golfers (1 team)
- Logo displayed:
  - Two (2) Hole Signs
  - Sponsor Banner
  - ULGA Guild Website & Social Media Page

SUPPORTING • $2,000
- Four (4) registered golfers (1 team)

A LA CARTE ITEMS
- Hole Sign - $1,000
- Individual Golfer - $600
- Golf Clinic - $100


LOCATION: Atlanta National Golf Club
Fees:
1. Hole Sign - $1,000
2. Individual Golfer - $600
3. Golf Clinic - $100
4. A LA CARTE ITEMS
   - Hole Sign - $1,000
   - Individual Golfer - $600
   - Golf Clinic - $100


THE 19TH HOLE RECEPTION
- Opportunity to set up company tent on a hole
- Opportunity to speak at Golf Kick-Off during Announcement
- Opportunity to provide promotional items

Logo displayed:
- All Event Signage & Marketing Materials
- Sponsor Banner
- ULGA Guild Website & Social Media Page

GOLD • $7,500
- Eight (8) registered golfers (2 teams) Opportunity to speak at the 19th Hole Reception Opportunity to provide promotional items
- Logo displayed:
  - Six (6) Hole Signs
  - Sponsor Banner
  - ULGA Guild Website & Social Media Page

SILVER • $5,000
- Four (4) registered golfers (1 team)
- Logo displayed:
  - Four (4) Hole Signs
  - Sponsor Banner
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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 Taialicia 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 Acknowledgment
• Speaking Role & Brand Video during the Centennial Celebration Reception, Concert & Afterglow
• (20) Premier Seating for Program/Concert
• (20) Presidents’ Reception Tickets
• (20) After Glow 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) After Glow Dancing and Reception Tickets

GOLD AFTERGLOW & DANCING SPONSOR • $50,000
• (10) Premiere seating at the Program/Concert
• (10) President’s Reception Tickets
• (10) After Glow 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) After Glow 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) After Glow 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

METHOD OF PAYMENT:

Type: Visa • MC • AMX • Check Enclosed

Credit Card # / Security Code: ______________________________________________________

Credit Card Billing Address (if different): _____________________________________________

City: ________________________ State: _______________ Zip: __________________________

Please return Commitment Form to:

John Armstrong
Urban League of Greater Atlanta
230 Peachtree Street NW, Suite 2600
Atlanta, GA 30303
Ph: 404.798.3463
jarmstrong@ulgatl.org

2021 CENTENNIAL CELEBRATION AD SPECS

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.

Quarter Page
3 1/2 x 5
w/o bleed 3 x 4 1/2
with bleed 3 1/4 x 10 1/4

Full Page
7 x 10
w/o bleed 6 1/2 x 9 1/2
with bleed 7 1/4 x 10 1/4

Half Page
7 x 5
w/o bleed 6 1/2 x 4 1/2
with bleed 7 1/4 x 5 1/4