



Partnership & Sponsorship Overview

2025 ANNUAL MEETING AND AWARDS PROGRAM: FOCUS ON THE FUTURE



Event Date: Thursday, December 11, 2025 **Location:** U.S. Grant Hotel



Urban League
San Diego County

Introduction

A Letter From Our Leadership

Greetings Community,

My name is Al Abdallah. I am honored to connect with you regarding partnership opportunities. We hope this letter finds you well. As we reflect on another year of impactful work and community engagement, we are excited to announce our upcoming Annual Meeting and Awards Program, scheduled for Thursday, December 11, 2025. This event is a special occasion to celebrate our accomplishments, recognize outstanding contributions, and set our vision for the future.

Our partners' generous support has been instrumental in our successes over the past year. Thanks to our partners, we have recently accomplished some fantastic results in the areas of education, housing, and health. These milestones are a testament to what we can achieve together.

As we prepare for this important event, we invite you to join us in making a difference. Your contribution will help ensure the success of our Annual Meeting and Awards Program, allowing us to:

- Celebrate Achievements: Honor individuals and organizations that are significantly contributing to our community.
- Engage the Community: Bring together stakeholders, partners, and community members to share insights and build stronger connections.
- Inspire Future Action: Highlight our plans for the coming year and galvanize support for upcoming initiatives.

By becoming a partner or making a donation, you will play a crucial role in the success of this event and our organization. We offer several partnership levels, each with unique benefits, including recognition in our event materials, website, and social media, as well as opportunities to engage directly with our community. Please refer to the attached sponsorship brochure for more information.

Your support is more than just a donation; it is an investment in the future of the Urban League of San Diego County and the community we serve. We believe that together, we can continue to create positive change and drive meaningful progress. To make a donation or discuss sponsorship opportunities, please get in touch with Kea Hagan at 619.266.6265 or kea@sdul.org. You can also contribute online at www.sdul.org.

Thank you for your continued generosity and commitment. We look forward to celebrating with you at our Annual Meeting and Awards Program, where we will share our vision for the year ahead.

Warm regards,

Al Abdallah
President & CEO

About Us

Empowering Communities. Changing Lives.

The Urban League of San Diego County (ULSDC) is one of four National Urban League affiliates located in California. There are approximately 90+ affiliates nationally fulfilling the goal of empowering communities and changing lives. Organized in 1953 under the leadership of Percy H. Steel, with employment and on-the-job training as its primary focus, the ULSDC continues its tradition of employment services. Additionally, it places a strong emphasis on youth education and related family support services, including housing, health, and civic engagement.

Our vision is to be a catalyst for change in San Diego County and become one of the best human service organizations in the State of California. We seek to be the provider of choice for our customers, the employer of choice for our co-workers, the investment of choice for our corporate, government, and philanthropic partners, and a model of integrity and excellence for a community-based organization. We value integrity, innovation, impact, passion, commitment to excellence, and empowerment.

The Urban League of San Diego County has a long history of collaborating with schools, families, and communities to develop effective, family-centered programs. Each year, the Urban League helps more than 7,500 San Diego residents reach socio-economic and educational equality and sustainability. The Urban League has a strong record of accomplishment in assisting underrepresented and disadvantaged populations through its core programmatic areas of education and youth development, health and wellness, workforce development, and housing & economic development.



Event Overview

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About the Annual Meeting & Awards Program

The Urban League of San Diego County's Annual Meeting and Awards Program is the organization's yearly signature fundraising event.

In addition to raising critical funds for our work, the annual program celebrates the impact of our mission, thanks to our donors, volunteers, friends, and, in particular, our corporate and institutional partners.

By the time we gather for our 2025 celebration, ULSDC will have funds to support services for residents and their families by various means, including but not limited to:

- ⊖ Securing and maintaining permanent housing
- ⊖ Providing health and re-entry services by trusted messengers
- ⊖ Creating a pathway to economic self-sufficiency through education, workforce, financial education, and housing



Honorees

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List of Confirmed Award Honorees

Economic Development: Financial Education, Housing, Small Business

- Armon Harvey, The Harvey Family Fund Foundation
- Rockett Richardson Ewell, Vice President, Corporate Social Responsibility, US Bank

Education & Youth Development

- The Honorable LaShae Sharpe-Collins, Ed.D., Assembly Member, CA State Assembly, 79th District
- Coach David Dunn, Lincoln High School Football Program, San Diego Unified School District

Health & Wellness

- Dr. Kelly Elmore, MD
- Dr. Joseph Cummings, MD

Civic Engagement

- Jotaka L. Eaddy, Founder & CEO, Full Circle Strategies, LLC
- Dr. Leonard Thompson, President & CEO, Mandate Records





Yasmeen Ludy

ABC 10News team

Mistress of Ceremonies

Yasmeen Ludy joined the ABC 10News team in October 2024. Born and raised in Detroit, Michigan, her passion for news and storytelling began at a young age. She was often found reading magazines, writing creative stories, and starting her day by watching the morning news with her mom. Yasmeen fondly recalls her "first journalism job" at the age of 12, when she would eagerly share the latest Disney news with her family.

Yasmeen joins the 10News team from FOX 17 News in West Michigan, where she was a bureau reporter and Saturday evening anchor.

A proud alumna of the University of Michigan, Yasmeen's journalism journey kicked off at FOX 47 News in Lansing, Michigan. As a University of Michigan graduate navigating the world of journalism, she learned the art of bridging divides and building connections among the Michigan State Spartans.

Beyond her work in the newsroom, Yasmeen is a passionate advocate for Equity, Diversity, and Inclusion in the media. She served as the co-chair of FOX 17's EDI committee, striving to make a positive impact and promote fairness and representation in the field.

When she's not writing down stories, Yasmeen enjoys spending time with her little dog, Kobe, catching up with her family, and exploring her love for reading. Although she will miss the Pure Michigan summers and falls, she's excited to trade her winter boots for sandy beaches.

Demographics

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While the program represents the region in all its diversity, registered attendees are primarily a powerful and influential Black and Brown demographic.

Race

88% of attendees were African American

Gender

64% of attendees were women

Age

48% of the attendees were between 21-40

51% of the attendees were between the ages of 41-75

Education

38% of the attendees have a master's degree or higher

35% of the attendees have a bachelor's degree

Income

Median HHI of attendees was \$100,000+



Impact

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Urban League
San Diego County

Working Together for a Better Region

25,193 people served and counting...

Health & Wellness

- Health & Wellness Committee
- Healthness Fireside Chats



Housing

- 101 New Homeowners
- 480 Clients Improved Credit
- Over 1309 Clients Annually



Education & Youth Development

- 62 Project Ready College-Career Readiness
- 300 Golden Pyramid Scholars
- 100% College Acceptance Rate
- 100% Graduation Rate
- Group Mentorship Accessibility



Small Business & Workforce

- 750 Minority Entrepreneurs



Civic Engagement

- 22,000 Newsletter Database
- Vlod-Podcast
- 300 Community Forums
- Community Roundtable Discussions



Video

Empowering Communities. Changing Lives.



Urban League of San Diego County 70th Anniversary (2023)



Golden Pyramid Scholars Program and College Signing Day (2024)



Additional Videos

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Barber Shop Chronicles (2025)



Golden Pyramid Scholars Program & College Signing Day (2025)



Partnership Opportunities



Join Us for 2025
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For 72 years, the Urban League of San Diego County (ULSDC) has worked to provide outstanding educational experiences to students of color and other underrepresented populations from low- to moderate-income families. This event supports continued service for families that need assistance, including academic enrichment, mentorship, career exploration, scholarships, parenting workshops, educational mediation/counseling, and efforts to recruit in underserved communities. While our staff is doing extraordinary work each day, we recognize that empowering communities and changing lives takes a community effort! Together, we can be better, bigger, and more impactful than ever before!

Partners at this level support ULSDC's mission to empower our community and readily stand alongside us as close friends and allies of the Urban League Movement. Donate to be part of the program event and help us continue educating a movement towards economic self-sufficiency. If you have any questions or would like to create a customized sponsorship package, please get in touch with our office at 619.266.6265 or kea@sdul.org.

Community Partner(s) - \$2,500

- Seating for 10 guests (Table for 10)
- Name listing as a Community Partner in the digital and print souvenir book

Silver Partner(s) - \$5,000

- "Silver" acknowledgment as a partner of ULSDC accomplishments
- Seating for 10 guests (Table for 10)
- Name listing as a Silver Partner in the digital and print souvenir book

Partnership Opportunities



Emerald Partner(s) - \$10,000

- “Emerald” acknowledgment as a partner of ULSDC accomplishments
- Seating for 10 guests (Table for 10)
- Name listing as an Emerald Partner in the digital and print souvenir book



Empowerment Partner(s) - \$20,000

- “Empowerment” acknowledgment in all promotional materials for the celebration
- Seating for 10 guests (Table for 10)
- Full-page ad in souvenir program book
- Special acknowledgment during the celebration
- Commitment to Social Media post

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Partnership Opportunities



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Whitney M. Young Leadership Award & Concert Partner(s) - \$25,000

- “Whitney M. Young Leadership Award & Concert Partner” Acknowledgment in all promotional materials for the celebration
- Also listed as a partner for the organization's programming and on selected future promotion and marketing collateral of educational training programs.
- Seating for 10 guests (Table for 10)
- Full-page ad in souvenir program book
- Special acknowledgment during the celebration
- Commitment to the social media post

President's Circle Partner(s) - \$50,000

- “President's Circle Partnership” acknowledgment in all promotional materials for an awards celebration
- Opportunity to present a scholarship during the Golden Pyramid Scholars Program
- Listed as a partner for all educational programming
- Seating for 10 guests (Table of 10)
- Full-page ad in souvenir program book
- Special acknowledgment during the celebration
- Corporate logo listed on Urban League website for three months

Partnership Opportunities



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Chairman's Legacy Partner(s) - \$75,000

- "Chairman's Legacy Partner" acknowledgment in all promotional materials for the celebration
- Also listed as a major partner for programming of the organization and listed on all future promotion and marketing collateral
- Seating for 10 guests (Table for 10)
- Listed as a partner for all financial education and small business education programming
- Prominent back cover full-color ad in the souvenir program book
- Special partner recognition during the celebration
- Corporate logo listed on Urban League website for six months
- Commitment to the social media post

Presenting Partner(s) - \$100,000

- "Presenting Partner" acknowledgment in all promotional materials for the celebration
- Also listed as a major donor for programming of the organization and listed on all future promotion and marketing collateral of the education and youth development programs.
- Premiere seating for (2) tables of 10 guests (20 guests)
- Prominent digital ad placement in electronic and print event journal
- Custom 2-3 corporate video opportunity with brand messaging to be played during the celebration
- Inside Front Cover – Full-color ad in the souvenir program book
- Corporate logo on step and repeat media wall
- Corporate gift bag partner
- Commitment to the social media post
- Recognition in all pre and post-event marketing and media releases
- Listing in the affiliate Annual Report

Sponsorship Opportunities

Partners and friends interested in providing sponsorship or in-kind donations for this program can send an email directly to kea@sdul.org.

Interested in becoming a partner or sponsor?
Thank you for supporting the transformational work of the Urban League of San Diego County.
To submit your interest in joining us as an official partner or sponsor for our 2025 Annual Meeting & Awards Program, please visit:

<https://lp.constantcontactpages.com/ev/reg/66gpqrv>

Join Us for 2025

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Urban League
San Diego County

ANNUAL
MEETING &
*Awards
Dinner*

RESERVE YOUR SEAT

Thursday, December 11, 2025

In-Person

Check-in: 5:00 p.m.

Dinner & Awards Program: 6:00 p.m.

Location: U.S. Grant Hotel, 326 Broadway, San Diego, CA 92101



Reserve Your Seat

For more information, contact: Kea Hagan
at 619.266.6265 or kea@sdul.org