



Urban League Twin Cities
Annual Unity Ball

Sponsorship Opportunities

Event Date: TBD

ALWAYS A SPECIAL EVENING OF FUN AND PURPOSE!

Celebrate Unity • Engage for Equity • Catalyze Change

Unity Ball proceeds help sustain Urban League Twin Cities programs.

EDUCATION

BLACK GEMS prepares H.S. age students for the college experience with social-emotional learning, mentorships, an HBCU tour and tools and resources for student and parents to navigate post-secondary systems.

TRAINING AND EMPLOYMENT

- IT training with certifications
- Forklift, CDL and CNA certifications
- Skilled labor apprenticeships
- Assessment, coaching, resume writing and career planning

CIVIC ENGAGEMENT

- REAL TALK virtual town hall forums
- Family Day Community Celebration
- GOTV and Census Activations
- Public policy research and advocacy

HOUSING

- Homeless prevention counseling
- Rental assistance
- Financial assessment and coaching, credit building and matched savings
- Homebuyer training & housing counsel

We are unapologetic and relentless advocates for equity, justice, and power for African descendants.

Sponsorship Opportunities

	<u>Red</u> <u>Diamond</u> \$50,000	<u>Diamond</u> \$25,000	<u>Platinum</u> \$15,000	<u>Gold</u> \$10,000	<u>Silver</u> \$5,000	<u>Bronze</u> \$2500	<u>Non-Profit</u> \$500
Guest VIP Access Pre-Event Reception & Live Stream Event access	20	15	10	10	5	5	2
Virtual Program Tribute/Ad	Full-Page	Full-Page	Half Page	Quarter Page	Logo	Logo	
Virtual Banner Signage	Logo	Logo	Name	Name	Name		
ULTC Social Media	12 Posts	5 posts	3 posts	2 posts	1 post		
Press release	★	★	★				
Logo advertising on website (1yr)	★	★					
Corporate recognition	★	★					
Naming of awards (Advocate, Community Champion, Truth & Justice)	★						
ULTC President speaker for Company Black History Month	★						
2 Hosted Virtual Career Fairs (2022)	★						
1yr Urban League memberships for employees	15 Advocates	10 Leaders					
HBCU Virtual College Tour (2022)	35 Students						

Additional Sponsorship Opportunities

BRAND RECOGNITION SPONSOR - \$35,000:

- Special Remarks - Speaker (2 min) to air during the program
- Logo or Company Name on the Invite
- Recognition on all the Urban League Twin Cities Social Media Sites
- Logo on Website and all related Gala Materials

AUCTION SPONSOR - \$7500:

- Corporate logo or company name prominently displayed on all electronic bidding components
- Logo displayed on specialized link during the bidding process
- Recognition in the Gala electronic program

A LA CARTE - \$6,000 per month:

- "ULTC Real Talk" Critical Monthly Conversations
- Career Fairs



Urban League Twin Cities

Annual Unity Ball 2021

Commitment Form

Yes!

I would like to become a sponsor of the 2021 Urban League Unity Ball. I understand that my sponsorship will be confirmed upon receipt of this form and payment to the Urban League Twin Cities. Our goal this year is to raise \$500,000 for Urban League Twin Cities as the need for this critical organization and the challenges affecting Black people in the Twin Cities is greater than ever.

Company Name: _____

NAME AS IT SHOULD APPEAR IN GALA MATERIALS: _____

Contact Name: _____

Email: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Enclosed is my check for \$_____ (SEE SPONSORSHIP LEVELS BELOW)

Please visit www.ULTCMN.org/events to pay by credit card or mail your check to:
Urban League Twin Cities – 2100 Plymouth Avenue North – Minneapolis, MN 55411

Sponsorship Levels

- ☐ Red Diamond **\$50,000**
- ☐ Diamond **\$25,000**
- ☐ Platinum **\$15,000**
- ☐ Gold **\$10,000**

- ☐ Silver **\$5000**
- ☐ Bronze **\$2500**
- ☐ Non-Profit **\$500**

If you have any questions regarding sponsorship, please contact Anna Hyde Babington-Johnson at anna@thediversityconnection.com or call Office: 763-251-6800 | Mobile: 612-600-1068