

EVENT SPONSOR PACKAGES AND BENEFITS

PRESENTING SPONSOR \$15,000

- 20 tickets with reserved VIP seating
- Prominent banner as sponsor of event
- Space for additional corporate banner
- Exhibit table at event
- Podium time
- Logo/Name prominent on all materials
- Opportunity to present your promotional materials or items to guests
- Full color cover ad on program
- Welcome letter in program

PLATINUM SPONSOR \$10,000

- 20 tickets with reserved VIP seating
- Exclusive signage recognizing sponsorship
- Special recognition from podium
- Company listing on materials
- Full color, full page ad in program (inside cover placement to first two platinum sponsors)

GOLD SPONSOR \$7,500

- 15 tickets with reserved VIP seating
- Full color, full page ad in program
- Company listing on materials
- Exclusive signage recognizing sponsorship

SILVER SPONSOR \$5,000

- 10 tickets with reserved VIP seating
- Full color, half page ad in program
- Company listing on materials
- Exclusive signage recognizing sponsorship

BRONZE SPONSOR \$2,500

- 5 tickets with reserved VIP seating
- Full color, half page ad in program
- Company listing on materials
- Shared sign recognizing sponsorship

PARTNER LEVEL PACKAGES

- I-\$1,000 (6 tickets & logo in program)
- II-\$500 (4 tickets & large logo in program)
- III-\$250 (2 tickets & small logo in program)
- CBO/Church-\$250 (2 tickets & logo in program)



2011 CUMULATIVE SPONSOR PACKAGES

Enhance your visibility! Sponsoring multiple events and programs is an excellent way to market your organization and support the League throughout the year. We are pleased to offer additional cumulative sponsorship recognition listed below, based on your 2011 total commitment to the League.

SUSTAINING SPONSORSHIP PACKAGE
Minimum Cumulative Commitment: \$30,000

In addition to the benefits from the events or programs you sponsor, you receive:

- Logo inclusion on ULGM website homepage
- Sustaining sponsor ribbon on name tags at events
- Logo inclusion in every regular ULGM email newsletter
- Logo inclusion in every print ULGM newsletter
- Signage recognizing your sponsorship at ULGM building
- Special recognition luncheon

SUPPORTING SPONSORSHIP PACKAGE
Minimum Cumulative Commitment: \$25,000

In addition to the benefits from the events or programs you sponsor, you receive:

- Logo inclusion on ULGM website homepage
- Supporting sponsor ribbon on name tags at events
- Logo inclusion in every regular ULGM email newsletter
- Logo inclusion in every print ULGM newsletter

CONTRIBUTING SPONSORSHIP PACKAGE
Minimum Cumulative Commitment: \$20,000

In addition to the benefits from the events or programs you sponsor, you receive:

- Text listing on ULGM website
- Contributing sponsor ribbon on name tags at events
- Text inclusion in every regular ULGM email newsletter
- Text inclusion in every print ULGM newsletter



Urban League of Greater Madison

Signature Events



Welcome to the Urban League of Greater Madison's 2011-2012 Event Sponsorship Menu! Your support will help us MAKE AN IMPACT

Through direct programs & services, partnerships, advocacy, and coalition building, by 2020 our community will:

- Increase the African American high school graduation rate from 60% to 90%
- Ensure that at least 45% African American adults are enrolled in or have completed a degree program or technical certification.
- Reduce the African American unemployment rate from 32% to 10%, by increasing opportunities in new economy jobs
- Ensure that 75% of African Americans surveyed will report that Greater Madison is a great place to live, learn, and work AND that they feel welcomed in workplaces, neighborhoods and social settings.



Workforce Diversity and Leadership Summit and Awards Spring 2011

Our new signature spring event highlights our commitment to engage in programs, partnerships, and job creation activities that diversify Dane County's workforce and help individuals at all levels realize their career goals.

Young professionals and experienced managers alike will find timely and meaningful workshop topics in a dynamic and inspiring morning focused on leadership and workforce diversity.

Hundreds of corporate leaders will then join the summit attendees for the first annual Workforce Diversity Awards Luncheon recognizing area businesses committed to the ideals of workplace diversity.



Back to School Night Fall 2011

The Urban League knows how to throw a party—and you are warmly invited! Our new signature annual event brings together community members for an amazing and enjoyable evening of fun, food, and festivity.

Hundreds of attendees, including elected officials, business leaders, and community leaders, enjoy networking time prior to a main event filled with entertaining performances and inspiring stories.

You will savor food, conversation, and great performances, while also recognizing the volunteers and school staff from throughout the Greater Madison area that are committed to the success of our youth.

Funds raised from Back to School Night build a pipeline of high quality cradle to career educational services that impact the entire family, eliminate the achievement and education gaps, move all children towards high performance, and prepare youth and adults for career success.



28th Annual Martin Luther King Youth Recognition Breakfast Sunday, Jan. 15, 2012

The Martin Luther King, Jr. Youth Recognition Breakfast celebrates students' academic achievement, extracurricular involvement, and service to their community.

The highlight of the Breakfast is the presentation of Outstanding Young Person Awards to nearly 200 middle and high school students of color in Dane County for their academic achievement, extracurricular involvement, and service to community. Martin Luther King Scholarships are presented to exceptional high school seniors.

The Breakfast is open to the public and is one of the oldest and most well attended family observations of the King Holiday in Wisconsin. Often selling out, over 800 people attend the Breakfast annually.



EVENT SPONSORSHIP (SEE BACK PAGE FOR BENEFITS)

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Level I	Partner Level II	Partner Level III
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250
Diversity and Leadership Summit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MLK Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back to School Night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL SPONSORSHIP: \$ _____								

CUMULATIVE GIVING (SEE BACK PAGE FOR BENEFITS--MAKE YOUR OWN PACKAGE OF MULTIPLE EVENTS ABOVE, AND/OR COMBINE WITH PROGRAM INVESTMENTS)

☐ Sustaining Sponsor: 2011 GIVING TOTAL: \$30,000

☐ Supporting Sponsor: 2011 GIVING TOTAL: \$25,000

☐ Contributing Sponsor: 2011 GIVING TOTAL: \$20,000

PAYMENT INFORMATION

☐ Our Check is Enclosed ☐ Please Send an Invoice

☐ Please Bill our Credit Card: ☐ Visa ☐ MC ☐ Amex ☐ Disc

Name as it appears on the card

Card Number

Expiration Date

CONTACT INFORMATION

Company Name _____

Contact Name/ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Signature _____

My signature indicates authorization to make this commitment on behalf of my company.

PLEASE RETURN TO:

MAIL: Urban League of Greater Madison, ATTN: Amy J. Good
2222 S. Park Street Suite 200, Madison, WI 53713
EMAIL: agood@ulgm.org PHONE: 608.729.1208 FAX: 608.729.1205