



URBAN LEAGUE OF GREATER
SAN FRANCISCO BAY AREA

Sponsorship Package



2024 Empowerment Week Gala

SATURDAY, SEPTEMBER 21, 2024
2 PM - 6 PM

OAKLAND MUSEUM OF CALIFORNIA
OAKLAND, CA

WORKING TOGETHER TO WIN TOGETHER

Greetings!

I am honored to invite you to be a sponsor of our 2024 Empowerment Gala, an event dedicated to celebrating and honoring the influential leaders who have made a lasting impact on our community.

Over the past few years, the San Francisco Bay Area has faced numerous challenges and triumphs that have highlighted our community's resilience and strength. From navigating the aftermath of the pandemic to addressing housing and economic disparities, our region has seen remarkable efforts to rebuild and thrive.

At the Empowerment Gala, we will acknowledge exemplary leaders from various sectors, including education, economic development, health, and social justice.

This past year, we've seen incredible community-driven efforts to tackle pressing issues such as homelessness, economic inequality, and access to quality education. The Urban League of Greater San Francisco Bay Area has been at the heart of these initiatives, launching programs that provide job training, support small businesses, and mentor our youth. Your sponsorship will enable us to expand these critical programs and reach even more individuals in need, building on the significant progress we've already made.

The essence of our theme, "Working Together to Win Together," cannot be overstated. - It is through our collective efforts that we can overcome the challenges we face and achieve sustainable success. Our efforts are making a tangible and substantial difference in the lives of countless individuals and families, but we cannot do it alone. By sponsoring the Empowerment Gala, you are not only celebrating today's outstanding leaders but also investing in our community's potential and progress for tomorrow.

Your sponsorship and involvement will help us continue our mission to create lasting positive change. Join us for an afternoon of recognition, celebration, and empowerment as we honor those who inspire us and support the mission of The Urban League of Greater San Francisco Bay Area.

Together, we can achieve remarkable things for our community.

Continued Blessings,

Kenneth Maxey
Kenneth Maxey
President, ULBA

Johnnie Giles
Johnnie Giles
Board Chair, ULBA

Deka Dike
Deka Dike
Co-Chair,
Empowerment Week
Vice President, U.S Bank

The Urban League of Greater San Francisco Bay Area would not be possible without businesses like yours! Thank you for considering a sponsorship. Please be sure to respond by Sept. 10th, 2024, to meet event material production deadlines.

Give online at [Donate](#) | [UL Bay Area](#) or by mailing the enclosed response device.



Kenneth E. Maxey | President
ULBAYAREA



Keith Carson | County Supervisor
Alameda County



Michelle Phillips | Inspector General
City of Oakland

About The Empowerment Gala

The Empowerment Gala is a prestigious event dedicated to celebrating and honoring influential community leaders who have made a lasting impact on our community. This elegant evening recognizes the remarkable contributions of individuals and organizations committed to empowering our neighborhoods and fostering positive change.

The event will feature an awards ceremony where exemplary leaders are acknowledged for their dedication, innovation, and tireless efforts in various sectors, including education, economic development, health, and social justice. These awards highlight the achievements of those who have gone above and beyond to uplift and transform our community, serving as an inspiration for future generations.

Your participation and support for the Empowerment Gala is not just important, it's crucial. The funds raised during this event will directly and significantly support the Urban League's ongoing programs and initiatives. These are designed to address critical needs and provide essential services, from job training and placement to youth mentorship and advocacy for equitable policies. The Urban League's efforts are making a tangible and substantial difference in the lives of countless individuals and families.



2024 Empowerment Gala Host Committee

Erin Gore

Chief Financial Officer
UCSF

Tosan Boyo

President
Sutter Health, East Bay

Erik Larson

Senior Vice President
Umpqua Bank

Rashad Johnson

Vice President
Strategies 360

Richard Liu

Anchor
NBC News/MSNBC

Ade Adelusi-Adeluyi

Commercial & Strategic
Negotiations
Apple

Karen Horne

Founder/CEO
The Karen Horne Co

Sandy Nunez

Vice President
NFL Network

Deka Dike

CEO
Omatochi



ulbayarea.org

Our History

The Urban League is a renowned civil rights organization with a rich history committed to promoting economic empowerment, equality, and social justice. Since its establishment in 1910, the Urban League has collaborated with community leaders, policymakers, and corporate partners at the national and local levels. Together, we strive to elevate living standards for African Americans and other historically underserved groups.

At the Urban League, we take the lead in developing impactful social programs and conducting authoritative public policy research. Through our advocacy efforts, we work tirelessly to promote policies and services that bridge the inequality gap. Furthermore, we are dedicated to providing direct services that uplift and empower our communities.

With a century of experience, the Urban League's mission is to create a more equitable and just society for all. We continue to forge partnerships and implement initiatives that bring about positive change and ensure everyone has equal opportunities to thrive.

Our Impact

The UL Bay Area is dedicated to transforming lives, empowering communities, and advancing racial equity through our comprehensive programs, advocacy efforts, and collaborative partnerships. Together, we strive to create a society where everyone has equal access to opportunities and can achieve their full potential.

Our Mission

To help African Americans and others in underrepresented communities achieve the highest true social parity, economic self-reliance, power, and civil rights. The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health, and quality of life





Your Support Makes A Difference!

Black Executive Leadership Accelerator

In Partnership with Haas Business School

This program accelerates career growth, business impact, economic development, and network expansion for emerging Black leaders and their advocates.



Workforce Development

Empower job seekers by offering them new skills, assistance, and opportunities for careers with a livable wage and attractive benefits.

Entrepreneurship 101

Empower entrepreneurs to expand their businesses and generate new employment opportunities through education and personalized counseling.


















STEM Camp at UC Berkeley Engineering

Students engage in exciting hands-on projects in Python programming, data science, and artificial intelligence. This free camp is open to all high school and middle school students, and no prior experience is required.

Sponsorship Opportunities

Since our founding, The UL Bay Area has been able to impact thousands of lives across the region, thanks to the unwavering dedication of our community, especially the overwhelming support of our corporate and community partners.

	TITLE SPONSOR \$100,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000
Recognition in all media including TV and radio interviews					
Company logo on event website, communications, and all day-of collateral					
Opportunity to present an awardee					
Logo displayed on video during event					
Verbal recognition during the event presentation					
Players to The ULBAYAREA Golf Challenge	4	4	4	4	2
Social media recognition as sponsor					
Opportunity to record video to be posted on organization social media					
Tickets to VIP Reception	4	2	2	1	1
Tickets to Garden Soiree	16	8	8	8	4

Additional Opportunities

We offer exclusive partnership opportunities for your company. Each opportunity is unique to your needs. Claim them while they last!



GOLF SPONSOR (\$10,000)

Exclusive Benefits and Premier Visibility with The ULBAYAREA Golf Challenge

Your benefits include logo placement, exclusive participation in the Golf Challenge, a quarter-page ad in the event program, acknowledgment during the event, four players for The ULBAYAREA Golf Challenge, visibility on the event step and repeat banner, featured placement on our website, including homepage sliders and event pages, recognition in printed materials, attendance for 4 to the Garden Soiree Event, and two tickets to the VIP reception.



FAMILY DAY SPONSOR (\$10,000)

Elevate Your Presence with Our Family Day

You will receive exclusive participation in the family day event, a quarter-page ad in the event program; a thank you announcement during the event, your company logo displayed on the event banner, recognition in printed materials for both events, including ads in event programs, attendance for 4 at the Garden Soiree Event, and one ticket to the VIP reception.



SIGNATURE COCKTAIL SPONSOR (\$4,000)

Tag along with guests as they sip on our signature cocktails.

Benefits include 1 table of 8, your company logo/name on the event website, identification as Signature Cocktail Sponsor on pre-event and day of signage, your company logo on cocktail glasses used for all signature cocktail drinks, and a half-page color ad in the event program.



BAR SPONSOR (\$2,500)

Welcome guests at the bar during the event by featuring your company on cocktail napkins given out with each drink.

Benefits include 6 event tickets, your company logo/name on the event website, identification as Bar Sponsor on pre-event and day-of signage, your company logo on cocktail napkins at the bar given out to each attendee, and a half-page color ad in the event program.



VALET SPONSOR (\$5,000)

You'll be the star of the red carpet as guests arrive.

Benefits include 4 event tickets, your company logo/name on the event website, identification as Valet Sponsor on pre-event and day of signage, your company logo on a red carpet leading into the venue from the valet area, and a 1/4 page color ad in the event program.



TABLE SPONSOR (\$2,500)

You'll enjoy priority seating at the event, a thank you announcement during the event, attendance for eight at the Garden Soiree Event, and one ticket to the VIP reception.

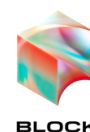
These unique opportunities are LIMITED.
Act fast and grow your brand among our community!



Thanks to our Partners and Sponsors for their support in 2023.



I/D.W



ULBAY AREA Golf Challenge



Empowerment Awards & Garden Soiree





Family Day



Sponsorship Commitment Form



ulbayarea.org

THANK YOU for investing in your community by supporting The Urban League of Greater San Francisco Bay Area's mission and providing resources to underrepresented communities. You can make your sponsorship commitment by filling out this form or by giving online at [Donate](#) | [UL Bay Area](#)

Company or Donor Name

Contact Name (if different than Donor Name)

Street Address

City

State

Zip

Phone

Email

Website

Signature

Sponsorship Opportunities

- ☐ Title Sponsor | \$100,000
- ☐ Platinum Sponsor | \$50,000
- ☐ Gold Sponsor | \$25,000
- ☐ Silver Sponsor | \$10,000
- ☐ Bronze Sponsor | \$5,000

Additional Sponsorship Opportunities

- ☐ Golf Sponsor | \$10,000
- ☐ Family Day Sponsor | \$10,000
- ☐ Signature Cocktail Sponsor | \$4,000
- ☐ Bar Sponsor | \$2,500
- ☐ Valet Sponsor | \$5,000
- ☐ Table Sponsor | \$2,500

INDIVIDUAL TICKETS

One Ticket	\$250 Each	X	_____	Number of Tickets - \$	_____	Total
Pair of Tickets	\$450 Each	X	_____	Number of Tickets - \$	_____	Total

TOTAL COMMITMENT \$ PAYMENT

INFORMATION

- ☐ Check enclosed ☐ Please send invoice ☐ Credit card (We will contact you to make a credit card payment)

Please make checks payable to: Urban League of Greater San Francisco Bay Area

Mailing Address: Urban League of Greater San Francisco Bay Area | 90 Athol Ave #3F | Oakland, CA 94606

Urban League is a 501(c)3 organization. EIN 82-3809135

PLEASE SEND your logo and this form via email to info@bayareaurbanleague.org

A vector file format such as AI, EPS, or PDF is preferred for the best representation of your logo. High-resolution PNG or JPG files are also accepted.

Please respond by Sept. 10th, 2024, to meet event material production deadlines.

Thank
You

