

# SPONSORSHIP AND MARKETING OPPORTUNITIES



**Greater Milwaukee  
Urban League**

*Empowering Communities.  
Changing Lives.*

## **2025 BLACK AND WHITE**

# Ball

**Saturday, November 1, 2025**

### **BAIRD CENTER**

501 W. Kilbourn Avenue | Milwaukee, WI 53203

6:00 PM REGISTRATION | RECEPTION | PRE-ENTERTAINMENT

7:00 PM PROGRAM

9:00 PM LIVE ENTERTAINMENT



**Greater Milwaukee  
Urban League**

## EMPOWERING COMMUNITIES. CHANGING LIVES.

Economic vibrancy through education, employment, and empowerment are central to Greater Milwaukee Urban League's mission. These three key areas further deepen and broaden GMUL's capacity to economically uplift and educationally empower our participants; add our voice and platform to social justice issues through collaborative partnerships; and build state-of-the art facilities that meet the technology and skills development

2025

# BLACK AND WHITE *Ball*

## MISSION

Greater Milwaukee Urban League leads through education, employment, and empowerment to achieve economic vibrancy and access to all industries and disciplines positioning individuals to create wealth and live a better quality of life.

### EXECUTIVE COMMITTEE

#### **Margaret Bailey-Stewart**

Board Chair  
Director, Government & Community  
Strategy Midwest Region  
Charter Communications

#### **Amy Hanneman**

1st Vice Chair  
Vice President, Diversity & Inclusion  
Northwestern Mutual

#### **Dr. Joseph Kerschner**

2nd Vice Chair  
Community Volunteer

#### **Craig Simpkins**

Treasurer  
Global Leader, Finance, Early Talent  
Development  
Johnson Controls

#### **Danielle Bly**

Secretary  
Vice President Supplier Diversity  
WEC Energy Group

#### **Dr. Eve M. Hall**

President & CEO ex-officio  
Greater Milwaukee Urban League

### BOARD MEMBERS

#### **Jesse L. Byam-Katzman**

Senior Counsel  
Foley & Lardner

#### **Mellinda Devese**

Vice President Global Integrated  
Supply Chain GE Healthcare  
GE Healthcare

#### **Stan Dillon**

Community Volunteer

#### **Treanna Evans**

Director, Supply Chain Strategic  
Partnerships Molson Coors Beverage  
Company

#### **Kevin Hunter**

Director of Retail Strategy & Bank-  
Wide Transformation  
Associated Bank

#### **Dr. Mark W. Lodes**

Chief Medical Officer and VP  
Population Health and Medical  
Education  
Froedtert and Medical College of  
Wisconsin Co-Director, Health Systems  
Management & Policy Pathway

#### **Shelton McClure**

Business Banking Market Leader- WI  
U.S. Bank

#### **Henry Mohr**

General Manager of the Madison and  
Milwaukee Market  
Reyes Coca-Cola Bottling

#### **Jessica Noth**

VP, Regional Manager, WI/Plains  
Community & Homeownership  
Advancement  
BMO

#### **Najeeb Rabadi**

GM/VP Wisconsin Group  
Enterprise Mobility

#### **Dorinthia Robinson**

President  
Greater Milwaukee Urban League  
Guild National Council of Urban  
League Guilds

#### **Jordan Roman**

President  
Greater Milwaukee Urban League  
Young Professionals

#### **Jennifer Schomburg**

President  
Aurora St. Luke's Medical Center and  
Aurora Metro Milwaukee Group

#### **Alec Smyczek**

General Counsel  
Milwaukee Tool

#### **Danielle White**

Assistant General Counsel Corporate  
Securities & Governance  
Rockwell Automation, Inc.



**\$100,000 PRESENTING SPONSOR**

- Three premier tables of eight
- Exclusive meet & greet with the artist
- Speaking opportunity during the BWB event
- Brand logo recognition in all event marketing collateral; print, webpage, electronic and social media
- Red carpet interview by well-known influencer
- Full-page ad on souvenir program
- Equal Opportunity Day table of eight
- Acknowledgment in the Annual Report
- Milwaukee Business Journal Thank You ad
- Special corporate gift
- Other opportunities negotiable

**\$75,000 PLATINUM SPONSORS**

- Two VIP tables of eight
- Logo recognition in all electronic media platforms, print, and BWB webpage
- Red carpet interview by well-known influencer
- Full-page ad in premium position in souvenir program
- Equal Opportunity Day table of eight
- Acknowledgment during the Annual Black and White Ball Program
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad
- Other opportunities negotiable

***Deductible amount \$71,500*****\$50,000 GOLD SPONSORS**

- One VIP table of eight
- Logo recognition in all electronic media platforms, print, and BWB webpage
- Red carpet interview by well-known influencer
- Full-page ad in premium position in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo

***Deductible amount \$46,500*****\$25,000 SILVER SPONSORS**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Red carpet interview by well-known influencer
- Half-page ad in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo

***Deductible amount \$21,500*****\$15,000 BRONZE SPONSORSHIP**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Red carpet interview by well-known influencer
- Quarter-page ad in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

***Deductible amount \$11,500*****\$10,000 MILESTONE SPONSORS**

- One table of eight
- Logo recognition in souvenir program
- Red carpet interview by well-known influencer
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

***Deductible amount \$7,500*****\$5,000 FUTURE LEADERS' SPONSORS**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

***Deductible amount \$3,000*****EVENT SPONSORSHIPS:**

- Red Carpet
- Valet Parking
- VIP Reception

**\$300 INDIVIDUAL IN-PERSON TICKET**

- One guest ticket to attend in-person ticket

***Deductible amount \$100*****\$1,000 AD**

- Two guest tickets
- Half-Page Ad

**\$750 AD**

- Half-page Ad

**FOR SPECIAL SPONSORSHIP OPPORTUNITIES**Email [fperrysmith@tmul.org](mailto:fperrysmith@tmul.org) for more details!



**Greater Milwaukee  
Urban League**



**Saturday  
November 1, 2025**

## SPONSORSHIP RESERVATION FORM

### SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 3, 2025

- ☐ \$100,000 Presenting Sponsor
- ☐ \$75,000 Platinum Sponsor
- ☐ \$50,000 Gold Sponsor
- ☐ \$25,000 Silver Sponsor
- ☐ \$15,000 Bronze Sponsor
- ☐ \$10,000 Milestone Sponsor
- ☐ \$5,000 Future Leaders Sponsor
- ☐ \$300 Individual In-Person Ticket
- ☐ \$1,000 Ad
- ☐ \$750 Ad
- ☐ \$\_\_\_\_\_ I am unable to attend,  
please accept my donation.

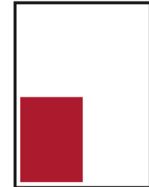
Ad sizes for souvenir program:



**FULL PAGE**  
7"W X 11"H



**HALF PAGE**  
7"W X 5.5"H



**QUARTER PAGE**  
3.5"W X 5.5"H

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

ORGANIZATION NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

☐ **CHECK ENCLOSED** Make payable to: The Greater Milwaukee Urban League

☐ **PLEASE INVOICE FOR THE AMOUNT DUE**

☐ **CREDIT CARD**    ☐ VISA    ☐ MASTERCARD    ☐ DISCOVER    ☐ AMERICAN EXPRESS

CREDIT CARD NUMBER \_\_\_\_\_ CVC# \_\_\_\_\_ EXP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

☐ **PLEASE INVOICE US FOR THE AMOUNT DUE: \$ \_\_\_\_\_**

**Please mail check to:**  
**GREATER MILWAUKEE URBAN LEAGUE**  
**BLACK AND WHITE BALL**  
435 West North Avenue | Milwaukee, WI 53212

**For more non-sponsorship information, contact:**  
**Florida Perry-Smith at 414.975.8200 or**  
[fperrysmith@tmul.org](mailto:fperrysmith@tmul.org).

**Please email completed registration form  
and high-resolution PDF of your ad to**  
[fperrysmith@tmul.org](mailto:fperrysmith@tmul.org).

**AD DEADLINE: FRIDAY, OCTOBER 10, 2025**  
Digital Event Program Book: 8.5" x 11"

Contributions are tax-deductible to the extent allowed by law.