

SPONSORSHIP AND MARKETING OPPORTUNITIES



Greater Milwaukee  
Urban League

38TH ANNUAL

BLACK  
AND  
WHITE

Ball

Saturday, November 4, 2023

**Baird Center**

400 West Wisconsin Avenue | Milwaukee, Wisconsin 53203

**6:00 PM** REGISTRATION | RECEPTION | PRE-ENTERTAINMENT

**7:00 PM** PROGRAM

**9:00 PM** LIVE ENTERTAINMENT



**Greater Milwaukee  
Urban League**

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**MISSION**

Greater Milwaukee Urban League leads through education, employment, and advocacy to achieve economic vibrancy and equal access to all industries and disciplines that position African Americans to create wealth and live a better quality of life.

**VISION**

Greater Milwaukee Urban League works to ensure that Wisconsin becomes one of the top 10 places for African Americans to live and thrive, and where the greater Milwaukee area becomes a leader in education and socioeconomic inclusion.

**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 needed to improve participant outcomes.

**Dr. Eve M. Hall**  
President & CEO  
Greater Milwaukee Urban League

**EXECUTIVE COMMITTEE**

**Chandra D. Rodgers** - Chair  
Director of Risk and Compliance -  
Community Reinvestment Act Officer  
Associated Bank  
Board Chair, Greater Milwaukee Urban League

**Clyde Tinnen** - 1st Vice Chair  
Partner  
Foley & Lardner LLP

**Amy Hanneman** - 2nd Vice Chair  
Vice President, Diversity & Inclusion  
Northwestern Mutual

**Jim Strack**, Treasurer  
Vice President and General Manager,  
Wisconsin Group  
Enterprise Holdings, Inc.

**Margaret Bailey-Stewart** - Secretary  
Director, Government & Community  
Strategy, Midwest Region  
Charter Communications

**BOARD MEMBERS**

**Richard Adusa-Poku**  
Director, Global Strategic Sourcing  
Rockwell Automation

**Danielle Bly**  
Vice President Supplier Diversity  
WEC Energy Group

**Patty Cadorin**  
Community Supporter

**Mellinda Devese**  
Vice President, Global Supply Chain  
GE Healthcare Patient Care Solutions

**Stan Dillon**  
Vice President & Managing Director  
Fidelity Information Services (FIS)

**Guillermo Gutierrez**  
Director Diversity, Inclusion,  
Equity & Belonging  
ManpowerGroup

**Marquita Hicks**  
Vice President, Community Development  
Banking of Wisconsin  
PNC

**Dr. Joseph Kerschner**  
Executive Vice President  
Medical College of Wisconsin (MCW)

**Dr. Mark W. Lodes**  
Chief Medical Officer and VP Population  
Health and Medical Education  
Froedtert and Medical College of Wisconsin  
Co-Director, MCW Health Systems  
Management & Policy Pathway

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

**Cynthia Stokes Murray**  
President  
Greater Milwaukee Urban League Guild  
National Council of Urban League Guilds

**(Larry) Leverett Neuman**  
VP & Chief Ethics and  
Compliance Officer  
Johnson Controls

**Jessica Noth**  
Relationship Manager (MN, WI) -  
Community Reinvestment  
BMO Harris Bank

**Chrystal Pierre**  
Senior Vice President  
U.S. Bank  
RiverCenter

**Alec Smyczek**  
General Counsel  
Milwaukee Tool

**Yolaund Sulcer**  
Director Supply Chain  
People Development  
Molson Coors Beverage Company

**Nicholas Truog**  
President  
Greater Milwaukee Urban League Young  
Professionals

**Suey Wong**  
Financial Advisor  
Baird

**\$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 37th Annual Black & 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 in the Milwaukee Business Journal Thank You ad

**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 in the Milwaukee Business Journal Thank You ad

**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****\$3,500 SMALL BUSINESS SPONSORS**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Corporate logo in the Milwaukee Business Journal Thank You ad

**Deductible amount \$1,500****\$250 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@gmul.org](mailto:fperrysmith@gmul.org) for more details!



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**SPONSORSHIP RESERVATION FORM**  
**SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 13, 2023**

- \$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
- \$3,500 Small Business Sponsor
- \$250 Individual In-Person Ticket
- \$1,000 Ad
- \$750 Ad
- \$\_\_\_\_\_ I am unable to attend,  
please accept my donation.

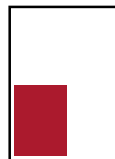
Ad sizes for souvenir program:



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

**Please email completed registration form**  
**and high-resolution PDF of your ad to**  
**fperrysmith@tmul.org.**

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

**AD DEADLINE: FRIDAY, OCTOBER 13, 2023**  
Digital Event Program Book: 8.5" x 11"

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



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**GUEST LIST**

1. \_\_\_\_\_  
NAME CELL PHONE NUMBER EMAIL ADDRESS

\_\_\_\_\_  
ADDRESS STATE ZIP CODE FOOD ALLERGIES

2. \_\_\_\_\_  
NAME CELL PHONE NUMBER EMAIL ADDRESS

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