

SPONSORSHIP AND MARKETING OPPORTUNITIES



**Greater Milwaukee
Urban League**

37TH ANNUAL
**BLACK
AND
WHITE**

Ball

Saturday, November 5, 2022

WISCONSIN CENTER DISTRICT

400 West Wisconsin Avenue | Milwaukee, Wisconsin 53203

Click to Register BWB2022.givesmart.com



Greater Milwaukee Urban League

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 is 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

John Salemi - Chair
Vice President - Milwaukee District
U.S. Bank

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

Nafessa Burdine - 2nd Vice Chair
Community Investment & Reinvestment Leader
ManpowerGroup

Chandra D. Rodgers - Treasurer
SVP, Community Affairs & Reinvestment Act Officer
Associated Bank

Kerry J. Freiberg - Secretary
Vice President, Community Engagement
Froedtert Health

Danielle Bly
Vice-President, Supplier Diversity
WEC Energy Group

Michelle Brown
Interim - President
MUL Young Professionals
Veolia
Health Safety and Security Manager

Shannon Burns
Director of Investor Relations
Harley-Davidson Motor Company

Patty Cadarin
Community Supporter

Amy Hanneman
Vice President, Diversity & Inclusion
Northwestern Mutual

Daryl A. Hudson
Northern Plains Training Manager
UPS

BOARD MEMBERS

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Executive Vice President of the Medical
College
Medical College of Wisconsin (MCW)

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Chief Nursing Officer
Advocate Aurora Health

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

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Great Lakes Coca-Cola

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National Council of Urban League Guilds

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Rockwell Automation

Guillermo Reyes
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Equipment
GE Healthcare

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

Yolaund Sulcer
Director Supply Chain People
Development
Molson Coors Beverage Company

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

Suey Wong
Financial Advisor
Baird

\$100,000 PRESENTING SPONSOR

- Three premier tables of eight + unlimited virtual access passes
- 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

Deductible amount \$96,400

\$75,000 PLATINUM SPONSORS

- Two VIP tables of eight + unlimited virtual access passes
- 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 Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad
- Other opportunities negotiable

Deductible amount \$72,600

\$50,000 GOLD SPONSORS

- One VIP table of eight + unlimited virtual access passes
- 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 Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$48,800

\$25,000 SILVER SPONSORS

- One table of eight + twenty-five virtual access passes
- 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 Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$23,800

\$15,000 BRONZE SPONSORSHIP

- One table of eight + fifteen virtual access passes
- 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 Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$13,800

\$10,000 MILESTONE SPONSORS

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

Deductible amount \$8,800

\$5,000 FUTURE LEADERS' SPONSORS

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

Deductible amount \$3,800

\$3,500 SMALL BUSINESS SPONSORS

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

Deductible amount \$2,300

\$250 INDIVIDUAL IN-PERSON TICKET

- One guest ticket to attend in-person

Deductible amount \$100

\$100 VIRTUAL ACCESS PASS

- One virtual access pass

Deductible amount \$100

\$1,000 AD

- Two guest tickets
- Half-Page Ad

\$750 AD

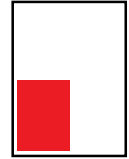
- Half-page Ad

Ball

Greater Milwaukee
Urban LeagueSaturday,
November 5, 2022SPONSORSHIP RESERVATION FORM
SPONSORSHIP DEADLINE: SEPTEMBER 2, 2022

- \$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
- \$100 Virtual Access Pass
- \$1,000 Ad
- \$750 Ad
- \$_____ I am unable to attend,
please accept my donation.

Ad sizes for souvenir program:

FULL PAGE
8.5"W X 11"HHALF PAGE
8.5"W X 5.5"HQUARTER PAGE
4.25"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, Wisconsin 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 by email
to fperrysmith@tmul.org.

AD DEADLINE: SEPTEMBER 23, 2022
 Digital Event Program Book: 8.5" x 11"

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



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GUEST LIST

NAME PHONE NUMBER EMAIL ADDRESS

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