



Greater Washington  
Urban League

**EQUITY IN  
BLACK & WHITE:  
UNPACKING OUR  
CALL OF DUTY**

---

**SPONSORSHIP GUIDE**



# Greater Washington Urban League

## **Are you ready and willing?!**

---

The Greater Washington Urban League (the "League") is standing by eager to help provide enlightenment and an empowered sense of direction in this moment of truth. The League has been deliberate in absorbing the heartache of its constituents while also digging into the trepidations of differing cultures as we seek to address all that we are facing - an unprecedented health pandemic, out-of-control racial violence, historic threats to democracy and an unbearable economic crisis. Moreover, each one of these crises has been ignited, exacerbated or a direct result of inequity in America.



# EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY

The League's **Equity in Black & White: Unpacking our Call of Duty** (the "Summit") is being curated for 150 executives positioned to be change agents. The Summit kicks off with a virtual pre-event reception for casual networking with our speakers on March 10th. The formal program -- a fast-paced day of live-streamed, interactive knowledge sharing will be on March 11th. To allow for meaningful and judgement-free engagement, this event is exclusively for sponsored attendees and participant discussions and comments will not be shared or rebroadcast in public forums.

If you are an executive seeking authentic and expert guidance, we ask that you stand with us as a Summit Sponsor. The \$250,000 we aim to raise is but a fraction of the cost of idle complacency. As a potential Summit Sponsor, we are excited to share our list of confirmed speakers with you. As you can see below, the speakers are established, influential game changers and powerful voices for institutional advancement.

- **Robert Smith** - Founder, Chairman & CEO of Vista Equity Partners
- **Michael Hyter** - Chief Diversity Officer for Korn Ferry
- **Gina Adams** - Senior Vice President, Government Affairs for FedEx Corporation
- **Leslie Crutchfield** - Executive Director, Business for Impact at Georgetown University McDonough School of Business
- **Saba Bireda** - Partner & Co-Chair, Discrimination and Harassment Practice Group at Sanford Heisler Sharp, LLP
- **Pepper Miller** - President of The Hunter-Miller Group
- **David Billings** - Lead Organizer for People's Institute for Survival & Beyond
- **Natalie Burke** - President & CEO of CommonHealth Action





## **EQUITY IN BLACK & WHITE:** UNPACKING OUR CALL OF DUTY

President Joe Biden and Vice President Kamala Harris have been sworn in as the 46th President and 49th Vice President of the United States of America. Purposefully addressing the role of race and equity in America will be one of their most impactful endeavors. Structural modifications to our judicial, economic, health, education, and governing systems are long overdue. More such changes must be implemented to directly address the needs of historically excluded and endangered populations. The Greater Washington Urban League aims to equip all DC metropolitan communities with mindfulness, leadership frameworks and access to experts to help forge mutually valuable bonds and strategic agendas that promote social justice and racial equity. In the words of James Baldwin, **“Not everything that is faced can be changed; but nothing can be changed until it is faced.”**

In this Sponsorship Guide you will find a list of suggested sponsorship levels. These are designed to ensure the highest quality event while also providing focused branding opportunities. However, we are open to innovative adaptations that allow for keen alignment with your giving and/or branding goals. Be sure to complete and return your Sponsorship Form to [sponsorship@gwul.org](mailto:sponsorship@gwul.org) by Friday, February 19th. Please call or email us with any questions. Our Director of Philanthropy, Landrum Beard, can be reached at [lbeard@gwul.org](mailto:lbeard@gwul.org) or (202) 948-9858. Upon receipt of your Sponsorship Form, we will schedule a sponsorship activation meeting to ensure your engagement with the League is smooth and seamless.

Together, we can fearlessly face and tackle any challenge. Join us in preparing for our collective “call of duty” to secure our Democracy and heal the soul of America!





# EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY

## Sponsor Level: **Presenting Sponsor (1)**

\*One sponsorship opportunity available at this level

Sponsor Amount: **\$100,000** | Virtual Seats: **20**

### Brand Logo Placement

- Equity Summit Website Landing Page
- Prominently Displayed Throughout Event
- Advertisement in Digital Program
- Sponsorship Acknowledgement Page in Program
- Branded item in Participant Swag & Meal Box

### Promotional Video / Remarks

- Up to Two (2) Minute Pre-recorded Video or On Camera Remarks During Equity Summit Welcome Segment
- Virtual Display Prominently Placed in Exhibition Room Acknowledged in Recap Impact Video

### Sponsored Polling Question & Q&A

- Post Event Participant Survey w/ Expert Consultant Design Support
- Guaranteed Presentation of a Question During Q&A for Any Two Speaker Segments
- Creation or Selection of One Polling Question

### Media Mentions

Inclusion in Press Release: One Social Media Post Featuring Sponsor's Work to Advance Social Justice or Equity & Inclusion





# EQUITY IN BLACK & WHITE:

## UNPACKING OUR CALL OF DUTY

### Sponsor Level: **Hospitality Sponsors (3)**

\*Three sponsorship opportunities available at this level

Sponsor Amount: **\$20,000** | Virtual Seats: **8**

#### Brand Logo Placement

- Equity Summit Website Page Sponsorship
- Acknowledgement Page in Program
- Advertisement on Back Cover of Program Sponsorship
- Sponsorship Slide on Screen During Pre-Event Reception & Lunch
- Branded item in Participant Swag & Meal Box

#### Promotional Video / Remarks

- Up to Forty-Five (45) Second Welcome Remarks During Pre-Event Reception
- Up to Forty-Five (45) Second Video or On Camera Promotion During Equity Summit Lunch
- Virtual Display in Exhibition Room





# EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY

## Sponsor Level: **Media & Technology Sponsors (2)**

\*Two sponsorship opportunities available at this level

Sponsor Amount: **\$20,000** | Virtual Seats: **8**

---

### Brand Logo Placement

- Equity Summit Website Page Sponsorship
- Acknowledgement Page in Program
- Advertisement on Back Cover of Program Sponsorship
- Sponsorship Slide on Screen During Pre-Event Reception & Lunch
- Co-Brand Sponsor Exhibition Room

### Promotional Video / Remarks

- Up to Forty-Five (45) Second Welcome Remarks During Pre-Event Reception
- Up to Forty-Five (45) Second Video or On Camera Promotion During Equity Summit Lunch
- Virtual Display in Exhibition Room

---

### Sponsored Polling Question & Q&A

- Sponsor of Polling Questions Presented in Breakout Rooms for Pre-Event Reception





# EQUITY IN BLACK & WHITE:

## UNPACKING OUR CALL OF DUTY

### Sponsor Level: **Speaker Segment Sponsors (7)**

\*Seven sponsorship opportunities available at this level

Sponsor Amount: **\$15,000** | Virtual Seats: **6**

---

#### Brand Logo Placement

- Equity Summit Website Page Sponsorship
- Acknowledgement Page in Program
- Lower 3rd Frame for Sponsor Segment

#### Promotional Video / Remarks

- Up to Forty-Five (45) Second Video or On Camera Remarks During Sponsored Speaker Segment
- Virtual Display in Exhibition Room

---

#### Sponsored Polling Question & Q&A

- Creation or Selection of Polling Question for Sponsored Segment
- Presentation of First Question During Q&A for Sponsored Segment







**EQUITY IN BLACK & WHITE:**  
UNPACKING OUR CALL OF DUTY

## Sponsor Level: **Equity Champions (10)**

\*Ten sponsorship opportunities available at this level

Sponsor Amount: **\$5,000** | Virtual Seats: **3**

---

### Brand Logo Placement

- Name Listed on Equity Summit Website Page
- Name Listed on Sponsor Acknowledgement Page in Program

### Promotional Video / Remarks

- Virtual Display in Exhibition Room





# EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY

## Sponsorship Form

### SPONSORSHIP LEVELS

PRESENTING SPONSOR	\$100,000	<input type="checkbox"/>
HOSPITALITY SPONSOR	\$20,000	<input type="checkbox"/>
MEDIA & TECHNOLOGY SPONSOR	\$20,000	<input type="checkbox"/>
SPEAKER SEGMENT SPONSOR	\$15,000	<input type="checkbox"/>
EQUITY CHAMPIONS	\$5,000	<input type="checkbox"/>

---

**AUTHORIZED REPRESENTATIVE**

---

**BUSINESS NAME**

---

**BUSINESS WEBSITE**

---

**ADDRESS**

---

**CITY**

**STATE**

**ZIP**

---

**SIGNATURE**

---

**EMAIL**

**TELEPHONE**

**PAY BY CHECK: ENCLOSED IS MY CHECK IN THE AMOUNT OF \$ \_\_\_\_\_ PAYABLE TO THE GREATER WASHINGTON URBAN LEAGUE 501(c)(3) ORGANIZATION. TAX ID #: 53-0208981.**

**PLEASE CHARGE MY:**  DISCOVER  AMERICAN EXPRESS  VISA  MASTERCARD

---

**NAME ON CREDIT CARD**

/

---

**CARD NUMBER**

**EXP DATE**

**SECURITY CODE**

Please email response form to: [sponsorship@gwul.org](mailto:sponsorship@gwul.org). For questions please call 202-948-9858

