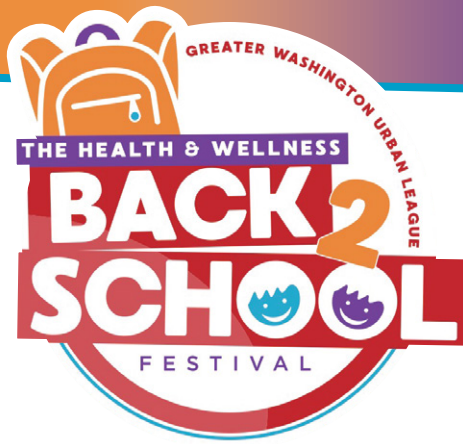




2023 SPONSORSHIP PACKAGE



Saturday August 26th, 2023

10AM - 3PM

GWUL HEALTH & WELLNESS BACK 2 SCHOOL FESTIVAL



1,200 STUDENTS

1,200 BACKPACKS

2023 promises to be our largest Back to School Festival ever, supporting an estimated 1,200 children and their families. We plan to provide our treasured students with the best holistic tools and resources for a successful school year, and welcome you to join us!

FOR OUR STUDENTS

Setting students up for success is our first priority, and we've carefully curated an event to ensure they feel loved, appreciated, and celebrated. Highlights include free durable backpacks, school supplies, athletic shoes, and health screenings – all in an atmosphere of great food and fun for the entire family.



Greater Washington Urban League

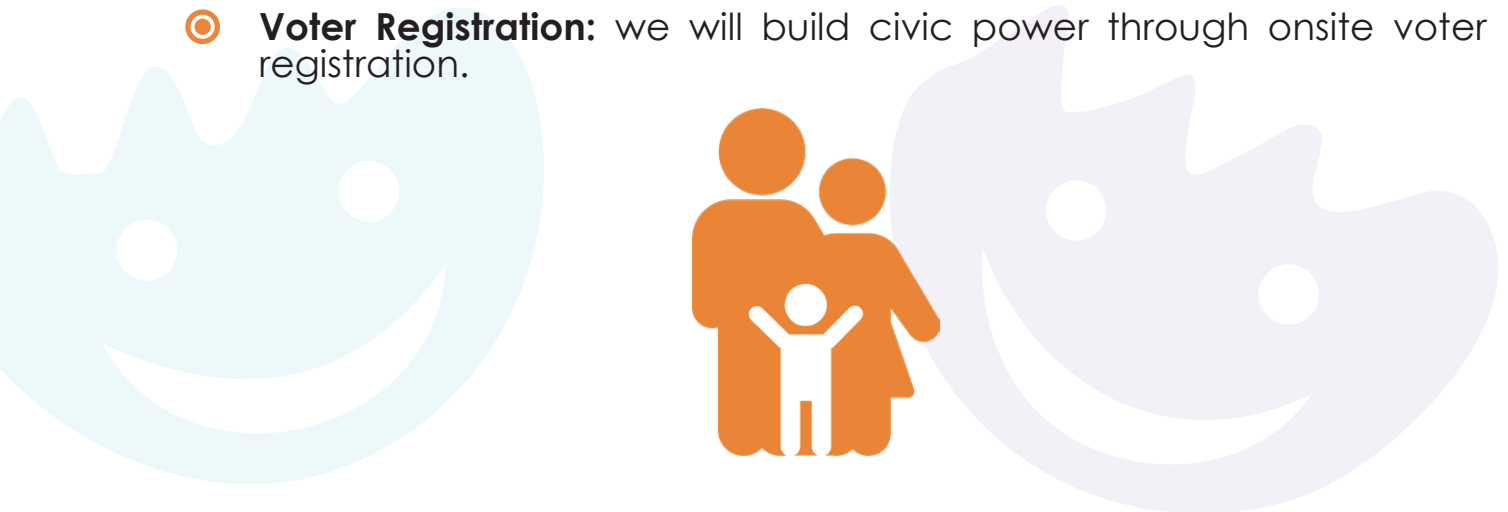


FOR OUR PARENTS

The Back2School Fest is designed with and for parents to fulfill needs they've expressed, including pathways to financial empowerment and resources to support the entire family.

Features include:

- 🎯 **Black Brilliance Marketplace:** by supporting Black businesses, we support the parents who run them – and the entire family benefits. Our Black Brilliance Marketplace will feature myriad vendors who appeal to the entire family.
- 🎯 **Homeownership:** expert counselors will provide sessions on how to become a homeowner, including credit counseling and soft pull credit reports.
- 🎯 **Financial Empowerment:** we will make sure our community has the resources to thrive, which includes services such as connecting to banks and workforce development.
- 🎯 **Voter Registration:** we will build civic power through onsite voter registration.



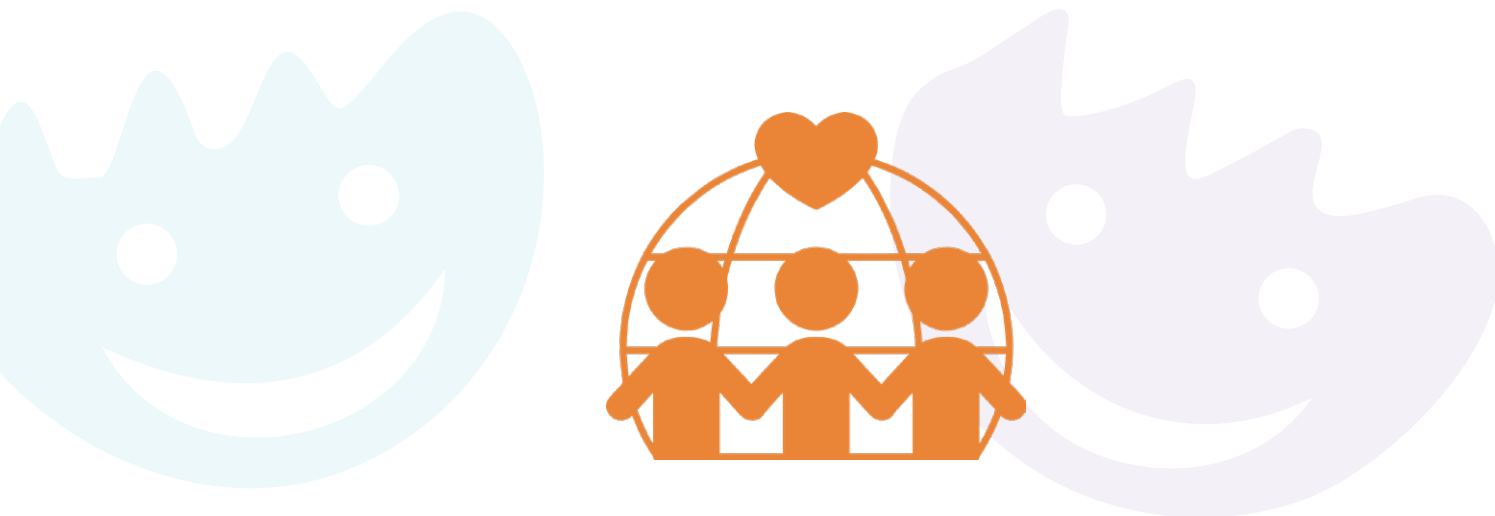


FOR OUR FAMILIES

We're bringing the entire family an experience to remember, combining practical resources with healthy, delicious food and activities guaranteed to entertain and engage.

Features include:

- 🕒 **Health & Wellness Pavilion:** we'll provide various health screenings for the entire family, including vaccines for COVID, influenza, and tetanus.
- 🕒 **Mental & Emotional Wellness:** we'll have experts on hand to discuss youth therapy, emotional learning, behavioral disabilities, and caregiving for seniors.
- 🕒 **Food Pavilion:** shop at our Black Farmers Market, watch the Healthy Tasting Cookoff, and eat at one of the many Food Trucks.
- 🕒 **Arts & Crafts:** kids will enjoy various activities to ignite their creativity and engage their inner artist!





SPONSORSHIP OPPORTUNITIES

BRAND OPPORTUNITIES

- ⦿ GWUL's programs and events collectively reach over 7,000 people every year.

REACH

- ⦿ GWUL boasts an email list of over 16,000 active subscribers and 5,800 followers across our social media accounts. Our audience is both engaged and multi-generational, supporting our digital and physical spaces.

FURTHER YOUR COMMITMENT TO DEI

- ⦿ After almost a century of work, our mission has remained the same: to continuously push for a justice-centered greater Washington area. We are committed to partnering with organizations and individuals who share that goal.





MATRIX

HOLISTIC HEALTH & WELLNESS B2S FEST	TEACHER* \$25,000	SCHOLAR \$15,000	MENTOR \$10,000	FRIEND \$5,000
REMARKS OR VIDEO AT EVENT	60 SECONDS	30 SECONDS		
STEP & REPEAT BRANDING	YES	YES		
LIVE ACKNOWLEDGEMENT AS A SPONSOR	YES	YES	YES	
PROGRAM CARD BRANDING	LARGE	LARGE	MEDIUM	
LOGO ON GWUL'S WEBSITE + SOCIAL MEDIA POST	LARGE	LARGE	MEDIUM	SMALL
LOGO PLACEMENT ON ALL PROMOTIONAL MATERIALS	YES	YES	YES	YES
SIGNAGE ACKNOWLEDGING SPONSORSHIP AT THE EVENT	YES	YES	YES	YES

*Please note: if you're interested in an exclusive, customized sponsorship, please contact

Marlissa Hudson, development consultant: marlissa@english-hudson.com





EMPLOYEE VOLUNTEERING

Join us! GWUL's Back2School fest is an ideal opportunity for volunteers to create lasting impact for our students and community! We are looking for action-oriented, kind, and enthusiastic employees and club members to ensure our students and families have the best experience possible.

INTERESTED?

Contact Jasmine Veal and Jael Louis at back2school@gwul.org





OUR IMPACT

3,700

Families impacted

>5M

Lives Impacted
since 1938

80+

Years protecting the Black
community of the Greater
Washington area

One of the
BIG5

Organizations that emerged
out of the civil rights era

One of the

LARGEST

Chapters of the National
Urban League



Greater Washington Urban League



ABOUT GWUL

The Greater Washington Urban League (GWUL) is on a mission to bolster the economic and political power of Black and marginalized populations. For over 85 years, GWUL has stood on society's frontlines as a safety net and facilitator of opportunity in Washington, DC, Montgomery County, and Prince George's County, Maryland.

As one of the District's oldest civil rights organizations, GWUL continues to carve a distinctive path towards justice by putting families first. Working collaboratively with almost 100 staff members, volunteers, community partners, and sponsors, we provide life and career navigation systems for youth, adults, and over 3,700 families every year.



George H. Lambert, Jr.
President & CEO



Kimberly Corbin
Chief Administration
& Financial Officer