

 Greater Washington Urban League

WHITNEY M. YOUNG JR. GALA
COURAGE UNDER FIRE
2024

March 15, 2024 • 6:30pm

THE RONALD REAGAN BUILDING
1300 Pennsylvania Avenue NW, Washington DC 20004

The Greater Washington Urban League's Whitney M. Young, Jr. Gala is back, thanks to you. Your messages and calls made it clear that our gala has a critical – and joyful – role in celebrating and supporting our community.

WHY GWUL, WHY NOW?

We are playing a major role in increasing economic and political power for Black families, including root cause advocacy, direct capacity building services, and emergency intervention. We create more homeowners, generational wealth, and entrepreneurs, while also standing in the gap for families vulnerable to homelessness and poverty.

WE CAN PROVE IT.

Our programs work. For example, our [Center for Financial Inclusion](#) just completed an 18-month third-party evaluation with stunning results. We're in the process of doing the same for our Entrepreneurship Center.

JOIN US.

Enjoy an evening celebrating honorees who exemplify "Courage Under Fire." Pushing for a more just country despite facing incredible opposition and challenges. We'll announce names closer to the event, but they will join a select cadre of past honorees including John Lewis, Ben Crump, David Rubenstein, and Virginia Ali (founder of Ben's Chili Bowl).



OUR IMPACT

7,200
Families Impacted

>5M

Lives impacted since 1938

80+

Years protecting the Black community
of the Greater Washington area

one of the
BIG 5

Organizations that emerged
out of the civil rights era

One of the
LARGEST

Affiliates of the National Urban League



WHITNEY M. YOUNG JR. GALA
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S P O N S O R S H I P O P P O R T U N I T I E S

JUSTICE

\$75,000

(TITLE SPONSOR)

EQUITY

\$50,000

OPPORTUNITY

\$25,000

IMPACT

\$10,000

FRIEND

\$5,000



SPONSORSHIP AT-A-GLANCE

| SPONSORSHIP BENEFITS MATRIX | JUSTICE \$75,000 | EQUITY \$50,000 | OPPORTUNITY \$25,000 | IMPACT \$10,000 | FRIEND \$5,000 |
|--|-----------------------------|----------------------------|---------------------------------|----------------------------|---------------------------|
| Mentions and 30-minute interview on GWUL's "On Track" Radio | YES | -- | -- | -- | -- |
| Step & Repeat branding | YES | -- | -- | -- | -- |
| Promotional video or live speech | 60 seconds | 30 seconds | -- | -- | -- |
| Gala afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access) | YES | YES | -- | -- | -- |
| Young Professionals Thursday Network afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access) | -- | -- | YES | YES | -- |
| Promotion through social media channels | -- | -- | YES | YES | -- |
| Gala program ad placement | One (1) page, prominent | One (1) page | 1/2 page | Logo, prominent | Logo |
| Gala program *digital* ad placement | One (1) page, prominent | One (1) page | 1/2 page | Logo, prominent | Logo |
| Name, logo and URL placement on website | YES | YES | YES | YES | YES |
| Name and logo placement on email materials promoting the gala | YES | YES | YES | YES | YES |
| Gala seating | One table, premiere (8) | One table, prime (8) | One table (8) | Four (4) | Two (2) |
| Gala afterparty reserved seating | Eight (8) | Eight (8) | Six (6) | Four (4) | Two (2) |
| Young Professionals Thursday Network afterparty reserved seating | Eight (8) | Eight (8) | Six (6) | Four (4) | Two (2) |

SPONSORSHIP AT-A-GLANCE

TITLE SPONSOR
Sponsor Level: **JUSTICE**
Sponsor Amount: **\$75,000**

- Mentions and 30-minute interview on GWUL's "On Track" Radio
- Step & Repeat Branding
- 60 second Promotional video or live speech
- Young Professionals Thursday Network Afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)
- Gala program ad placement - One (1) page, prominent
- Gala program *digital* ad placement - One (1) page, prominent
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - One table, Premiere (8)
- Gala afterparty reserved seating - Eight (8)
- Young Professionals Thursday Network afterparty reserved seating - Eight (8)

Sponsor Level: **EQUITY**
Sponsor Amount: **\$50,000**

- 30 second Promotional video or live speech
- Gala afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)
- Gala program ad placement - One (1) page
- Gala program *digital* ad placement - One (1) page
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - One table, Prime (8)
- Gala afterparty reserved seating - Eight (8)
- Young Professionals Thursday Network afterparty reserved seating - Eight (8)

SPONSORSHIP AT-A-GLANCE

Sponsor Level: **OPPORTUNITY**
Sponsor Amount: **\$25,000**

- Young Professionals Thursday Network afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)
- Promotion through social media channels
- Gala program ad placement - 1/2 page
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - One table (8)
- Gala afterparty reserved seating - Six (6)
- Young Professionals Thursday Network afterparty reserved seating - Six (6)

Sponsor Level: **IMPACT**
Sponsor Amount: **\$10,000**

- Young Professionals Thursday Network afterparty lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)
- Promotion through social media channels
- Gala program ad placement - Logo, prominent
- Gala program *digital* ad placement - Logo, prominent
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - Four (4)
- Gala afterparty reserved seating - Four (4)
- Young Professionals Thursday Network afterparty reserved seating - Four (4)

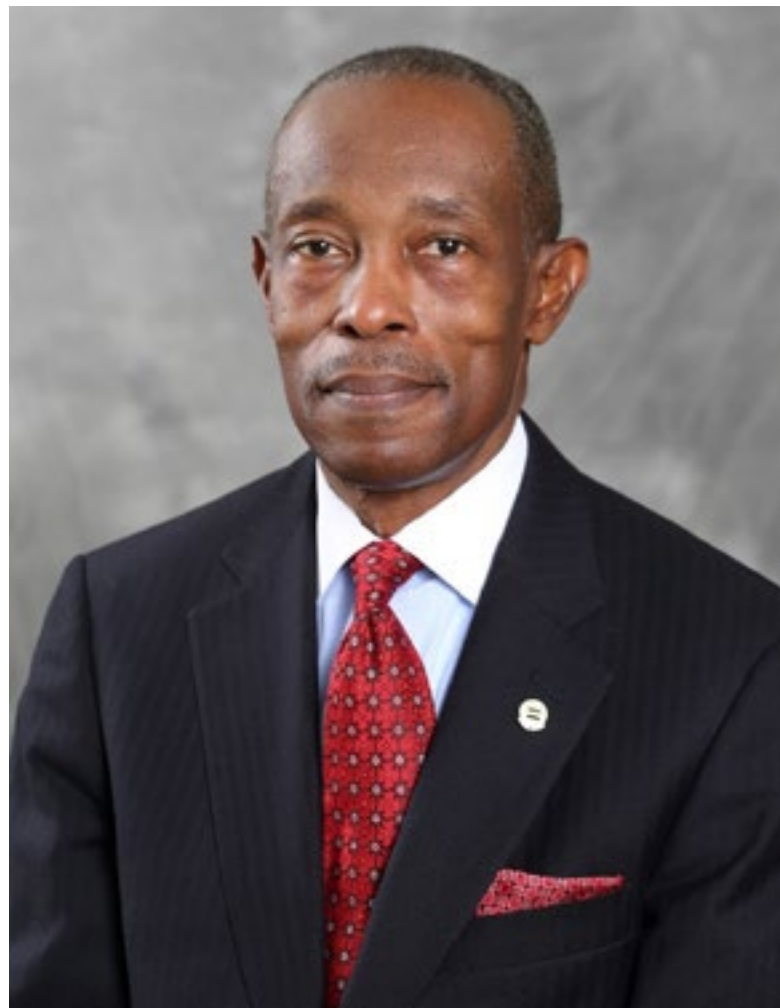
Sponsor Level: **FRIEND**
Sponsor Amount: **\$5,000**

- Gala program ad placement - Logo
- Gala program *digital* ad placement - Logo
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - Two (2)
- Gala afterparty reserved seating - Two (2)
Young Professionals Thursday Network afterparty reserved seating - Two (2)

ABOUT GWUL

The Greater Washington Urban League (GWUL) is on a mission to increase the economic and political empowerment of historically vulnerable and diverse populations. Founded in 1938, GWUL stands on society's frontlines as a safety net and facilitator of opportunity in Washington DC, Montgomery County, Maryland, and Prince George's County, Maryland – impacting over five million lives. As one of the District's oldest civil rights organizations, GWUL continues to carve a distinctive path toward justice through advocacy and direct service, partnering with over 7,200 families each year.

OUR LEADERSHIP



George H. Lambert, Jr.
President & CEO



Kimberly Corbin
Chief Administrative & Financial Officer



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Questions?
Please email sponsorship@gwul.org

Lead
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