

 Greater Washington Urban League

**WHITNEY M. YOUNG JR.** 2024 *gala*  
HONORING THOSE WITH **COURAGE UNDER FIRE**

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. <sup>2024</sup> *gala*

HONORING THOSE WITH **COURAGE UNDER FIRE**

## 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**

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**\$75,000**

(TITLE SPONSOR)

**EQUITY**

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**\$50,000**

**OPPORTUNITY**

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**\$25,000**

**IMPACT**

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**\$10,000**

**FRIEND**

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**\$5,000**



## SPONSORSHIP AT-A-GLANCE

<b>SPONSORSHIP BENEFITS MATRIX</b>	<b>JUSTICE \$75,000</b>	<b>EQUITY \$50,000</b>	<b>OPPORTUNITY \$25,000</b>	<b>IMPACT \$10,000</b>	<b>FRIEND \$5,000</b>
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 Concert lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)	YES	YES	--	--	--
Young Professionals Thursday Network Party with a Purpose 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	Two tables, premiere (8)	One table, prime (8)	One table (8)	Four (4)	Two (2)
Gala Concert reserved seating	Eight (8)	Eight (8)	--	--	--
Young Professionals Thursday Network Party with a Purpose reserved seating	Eight (8)	Eight (8)	--	--	--

## 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 Party with a Purpose 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 - Two tables, Premiere (8)
- Gala Concert reserved seating - Eight (8)
- Young Professionals Thursday Network Party with a Purpose reserved seating - Eight (8)

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

- 30 second Promotional video or live speech
- Gala Concert 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)

## SPONSORSHIP AT-A-GLANCE

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

- Young Professionals Thursday Network Party with a Purpose lead sponsor (live acknowledgement, Step & Repeat branding, VIP area access)
- Promotion through social media channels
- Gala program ad placement - 1/2 page
- Gala program \*digital\* 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)

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

- Young Professionals Thursday Network Party with a Purpose 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)

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

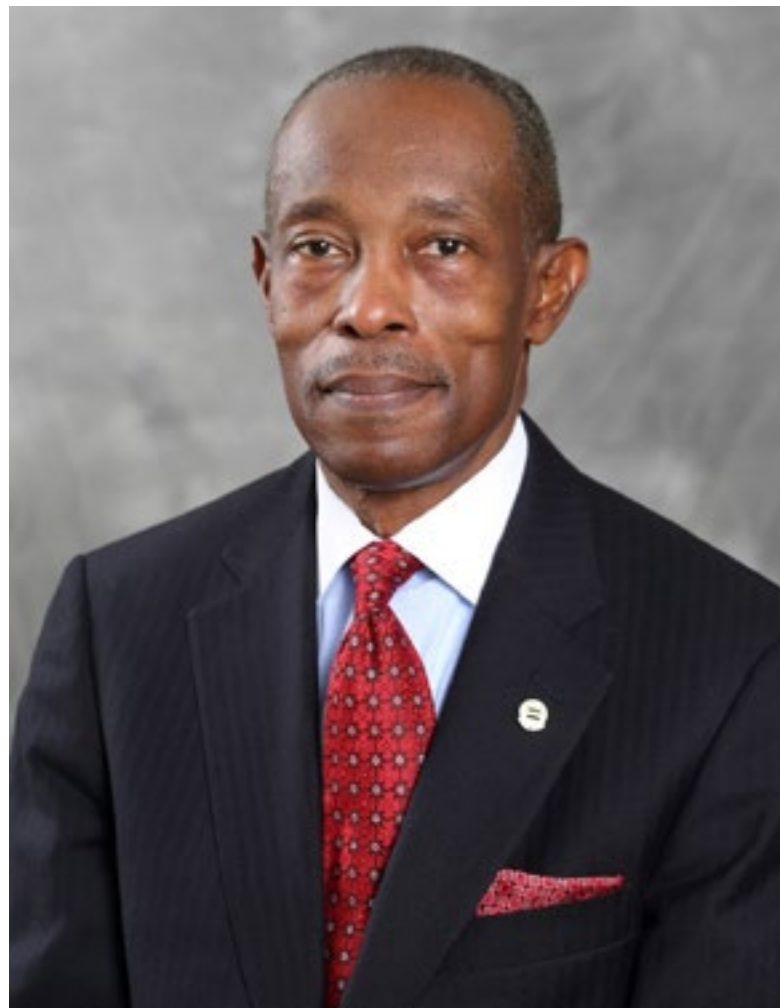
- Gala program ad placement - Logo
- Gala program \*digital\* ad placement - Logo
- Name, logo and URL placement on website
- Name and logo placement on email materials promoting the gala
- Gala seating - Two (2)



## 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 L. Corbin**  
Chief Administrative & Financial Officer





## BOARD OF DIRECTORS

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### EXECUTIVE COMMITTEE

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*FM Talent Source*

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Monica Hammond  
*Verizon Business Group*

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2024

*gala*

HONORING THOSE WITH **COURAGE UNDER FIRE**

**Questions?**

Please email [sponsorship@gwul.org](mailto:sponsorship@gwul.org)

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**Lead**

**Marlissa Hudson** [marlissa@english-hudson.com](mailto:marlissa@english-hudson.com)





Greater Washington Urban League

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## SPONSORSHIP FORM

### SPONSORSHIP LEVELS

JUSTICE  
\$75,000



EQUITY  
\$50,000



OPPORTUNITY  
\$25,000



IMPACT  
\$10,000



FRIEND  
\$5,000



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©(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

