

**GWU
2022**



SPONSORSHIP

WORDS FROM OUR PRESIDENT

The Biden Administration remains purposeful in addressing the role of equity in America. Nevertheless, our nation is at a crucial crossroad besieged by emboldened assaults on democracy, alarming hate violence, and increasing social polarization. The unresolved issue of structural racialization undoubtedly remains a central factor fueling these issues.

It is we the people that must change and give peace, justice and equity the power -- if not for ourselves then for the next generation. Material modifications to our judicial, economic, health, education, and governing systems are long overdue. Yet such improvements cannot be accomplished or effective in the long run without a change of mind and heart.

We must take seriously the culture of our organizations and the character of our talent.

The Greater Washington Urban League aims to equip all who attend our events with mindfulness, leadership frameworks, access to experts and a network of like-minded change agents. Together we can help forge mutually valuable bonds and strategic agendas that promote social justice and racial equity.

The collective investment in becoming an equitable society is at an all-time high. Still extremist possibly sitting right next to us at work are afforded the opportunity to speak

untruths and engage in battle without reservation or penalty. Glenn Harris, President, Race Forward and Publisher, Colorlines, accurately declares that:

“Racial equity is about applying justice and a little bit of common sense to a system that’s been out of balance. When a system is out of balance, people of color feel the impacts most acutely, but to be clear, an imbalanced system makes all of us pay.”

I welcome the opportunity to call you a supporter of the League in its work to bring about a socially just community for all.



ABOUT US

THE MISSION

The Greater Washington Urban League (“GWUL” or “The League”) is on a mission to bolster the economic and political power of Black and marginalized populations. We work tirelessly to achieve a racially equitable DC Metropolitan Area and aim to ensure all Greater Washington regional residents’ benefit from the rewards of full citizenship.

Since 1938, the League has stood on society’s front lines, serving as both a safety net and facilitator of opportunity in Washington, D.C., Montgomery County, and Prince George’s County, Maryland. As one of the regions’ longest-standing civil rights organizations, the League continues to carve a distinct path towards justice and fair play by putting families first and focusing on the needs of children, the elderly, and everyone in between. GWUL has touched more than five million lives since its founding, guiding them along the road to self-sufficiency.

The Greater Washington Urban League is a 501(c)(3) non-profit civil rights and community-based organization. It is a member agency of the United Way of the National Capital Area and among the largest of over 90 National Urban League affiliates in the United States. GWUL is a HUD certified agency and employs staff that are certified financial counselors.

GWUL will continue to advance racial equity as a mechanism to achieve equality while also fueling the acceleration of economic self-reliance, political parity, and physical and mental wellness.



CONTRACTOR'S PATHWAY TO INCLUSION

Thursday, September 9, 2021
 9:00am - 1:30pm | Virtual | No Cost

[REGISTER NOW](#)

Nest

What's in the Air

What's eligible

How to apply

[APPLY NOW](#)

YOUR PATH TO BUSINESS SUCCESS STARTS RIGHT HERE!

3 TRANSFORMATIVE COHORTS LEADING YOUR BUSINESS TO SUCCESS

BY OUR HANDS: PRESERVING OUR BLACK CULTURE THROUGH FOOD
 Every **Five & Ten** starting July 20th

BLACK CONTRACTOR'S PATHWAY TO INCLUSION
 Every **Five & Ten** starting July 20th

LEARNING BLACK START UPS TO PROFITABILITY
 Coming in the Fall

REGISTER NOW

You are cordially invited to

COURAGE UNDER FIRE Awards

Presented by EQUITY

FRIDAY SEPTEMBER 24, 2021

RECEPTION | 6PM
 AWARDS | 7PM

Presented by EQUITY

AWARDS: HUMANITY & SPIRIT, LEADERSHIP IMPACT, EXCELLENCE IN JOURNALISM

AWARDEES: ROSEANNE S. COMBIT, WILLIAM COMPTON, JERRY BLACKWELL, LARRA GRATER

[REGISTER NOW](#)

EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY

RECEPTION: March 10th | 6:00 pm to 8:00 pm
 SUMMIT: March 11th | 9:00 am to 3:00 pm

[REGISTER NOW](#)

LATE ON YOUR WATER BILL?

DON'T DELAY ANY FURTHER, CALL US NOW!

WATER BILL ASSISTANCE

HOW TO CONTRIBUTE TO WASH.

[CLICK HERE FOR S.P.L.A.S.H. PROGRAM](#)

[CLICK HERE TO DONATE NOW](#)

Charity POKER Tournament

DECEMBER 15, 2021 6 - 9PM

PRIZES FOR TOP THREE WINNERS

[REGISTER NOW](#)

LEADERSHIP COHORT

OUR HANDS

to Human Resources and Food & Beverage Resources

MONDAY, SEPTEMBER 27, 2021

10:00am - 7:30pm • VIRTUAL • NO COST

[REGISTER NOW](#)

CONTRACTOR'S PATHWAY TO INCLUSION

Greater Washington Urban League

CONTACT: Email: wb@dcwu.org Phone: 202.427.4100

[REGISTER NOW](#)

WE ARE HERE.

CHANGE IS COMING.

[REGISTER NOW](#)

IN THIS SPONSOR GUIDE

Over the course of 2022, the Greater Washington Urban League (GWUL or the League) will bring together thought leaders and community stakeholders around our shared social justice and equity interest in elevating Black and marginalized communities. Our aim is to expand opportunities for knowledge enrichment, collaborative engagement and deliberate action toward positive change.

This sponsorship guide outlines the event and program related opportunities for you to support the Greater Washington Urban League. Our four major 2022 fundraising events are essential for planned impact, capacity building and financial sustainability. This digital guide will be posted to our website and updated to provide sponsorship details throughout the year.

Our first event, the Equity in Black & White: Answering the Call to Action summit, will be held on April 21st. GWUL will then host the opening reception for the National Urban League Conference in Washington DC on July 20th. In September we will present our Courage Under Fire Awards.

Our list of suggested sponsorship levels for each of these is designed to ensure the highest quality event while providing focused branding opportunities. We are open to innovative adaptations that allow for keen alignment with your giving and/or branding goals. Please call or email Landrum Beard, Director of Philanthropy, at lbeard@gwul.org or (202) 948-9858, with any questions or for additional information.

Act soon as we want you to be able to leverage all the marketing opportunities to which your organization would be entitled. **Be sure to complete your Sponsorship Form and return to sponsorship@gwul.org.** Upon receipt of your completed 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. So, please join us in preparing for our call to action to do our part to secure our Democracy and heal the soul of America!



INVESTMENT IN EQUITY OVERVIEW

Equity in Black & White: Answering the Call-to-Action Summit (April 21, 2022)

Sponsorship Range: \$2,500 - \$40,000

The Greater Washington Urban League continues its decades long crusade to combat structural racialization. In 2021, GWUL sponsored its first Racial Equity Summit, Equity in Black & White: Unpacking Our Call of Duty. This impactful event featured essential conversations with subject matter experts including Lisa Crutchfield, Rev. David Billings, Angela Blackwell Glover, Michael Hyter, Gina Adams, Robert Smith and many more.

The formal program was purposefully designed to make plain the historic role of race and equity in shaping America. We assembled some of the best and brightest industry thought leaders to illuminate a path to remove and reform systemic racism in the workplace.

In 2022, we will build upon that work, bringing together corporate and community thought leaders and practitioners to move us beyond training to implementation. Our collective emphasis will be on accelerating our work by sharing consultant frameworks, revealing best practices and building connections to sustain an engaged community of empowered arc bending business and community leaders.



2021 EVENTS HIGHLIGHTS



EQUITY IN BLACK & WHITE: UNPACKING OUR CALL OF DUTY



Reverend David Billings



Robert Smith



Angela Glover Blackwell



Justin Pollock



Gina Adams



Natalie Burke



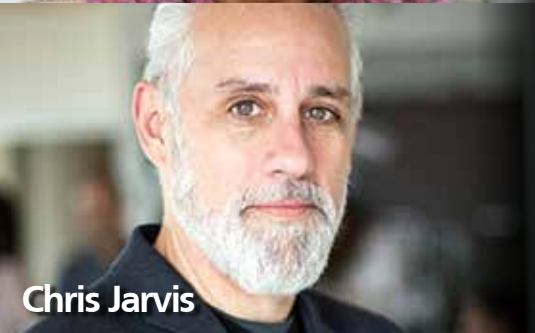
Dr. Kimberley Richards



Michael Hyter



Dr. Ronald Chisom



Chris Jarvis



Leslie Crutchfield



Saba Bireda



Pepper Miller



Rev. Dr. Ianther M. Mills

INVESTMENT IN EQUITY OVERVIEW

National Urban League Annual Conference Opening Night Reception Sponsorship (July 20, 2022)

Sponsorship Range \$5,000 - \$250,000

(Entitlement package forthcoming)

The National Urban League Annual Conference (NUL Conference) is the nation's largest and most influential annual civil rights and urban advocacy event in the nation. Each year, business leaders, policy makers, thought leaders, community activists and social justice advocates gather to explore the issues and initiatives that deeply affect the communities served by the National Urban League and its nationwide network of 90 affiliates.

The Greater Washington Urban League will be hosting the opening reception which is one of the most anticipated components of the NUL Conference. It promises to be one of the most exciting networking events of the year in Washington DC. This opening reception sets the tone for what is in store for conference attendees. With your support we stand ready to give NUL Conference participants a taste of "DC" with live music, food and beverage and great community interaction.

Sponsors will have an opportunity to share what's behind their motivation to support the organization and the work we do, exchange ideas, gain insights, network and connect.



INVESTMENT IN EQUITY OVERVIEW

Courage Under Fire Awards (September 2022)

Sponsorship Range: \$5,000 - \$100,000

The continuing struggles America faces stemming from racial injustice and violence and politically charged assaults on democracy ignite the League's passion for spotlighting the actions of those working to change the landscape. In September 2021, the League hosted its Courage Under Fire Awards: Continuing the Equity Conversation. We were delighted to honor CNN Legal Analyst Laura Coates, Attorney Benjamin Crump, Attorney Jerry Blackwell, and Dr. Kizzmekia S. Corbett for their exemplary work as change agents. The League facilitated discussions with and honored each one for their demonstration of powerful and courageous leadership.

Your sponsorship enables us to bring to your doorstep the wisdom of some of the most influential and powerful equity and justice advocates. Plan on joining us in September 2022 as we uplift and recognize another group of exemplary game-changers in the ongoing and necessary work to bring about wellness, equality and justice for all.

GWUL Charity Poker Tournament (TBD)

Sponsorship Range: \$1,000 Per Table

Try your skills at the poker table or just come out and enjoy the night! The GWUL Charity Poker Tournament promises to be a fun night of friendly competition. This is your chance to raise funds for a great cause and claim your bragging rights.

Entry fees go to sustain the impact of our programs. Guests who purchase rebuys will have the greatest impact in raising money to support GWUL. Secure your table and begin inviting your guests. Instructions will be made available and a practice run-through will take place on the day of the event. We look forward to seeing you around the table.



COURAGE UNDER FIRE

Awards



Attorney Benjamin Crump



Laura Coates



Kizzmekia S. Corbett, Ph.D.



Attorney Jerry Blackwell

2022 PROGRAM SUPPORT OVERVIEW

Center for Financial Inclusion (CFI)

The Greater Washington Urban League's Center for Financial Inclusion (The CFI) is on a mission to place constituents on viable personalized pathways to economic progress and facilitate community and generational wealth accumulation. Our duty is to give participants the mindfulness and skills necessary to confidently and astutely take the driver's seat in building sound financial futures.

The Center for Financial Inclusion envisions a DC Metro Area where Blacks and other systemically disenfranchised and economically excluded populations are thriving with the capacity to build generational wealth unimpeded and unharmed by bias and structural discrimination. Our goal is to develop resilient, skilled, financially fit, independent, and mobile life-long learners.

Our solution focuses on building human capital that has the capacity to benefit from advancement opportunities and asset capital availability. The CFI at GWUL addresses barriers with a high degree of cultural competence and complete commitment to address root causes without judgment. Our strategy to achieve this goal is through:

- Financial Pathways: From Stabilization to Mobility to Asset Building
- Workforce Pathways: Self Development to Workforce Prepared to Fully Employed
- Housing Pathways: From Rooming to Renting to Owning

The CFI curates training that empowers economic growth through five interconnected components. One-on-one financial coaching provides community members with personalized solutions for their financial wellbeing journey. The Financial Therapy sessions foster a healthy emotional connection to financial decision-making and facilitates mindfulness and behavioral change. The other approaches include our financial empowerment lab cohorts, housing and estate counseling and entrepreneurship development.



2022 PROGRAM SUPPORT OVERVIEW

Emergency Services

Each day we are confronted with firsthand evidence of how the traumas of catastrophic illness or other unexpected life events wreak havoc on family stability. As a result of unforeseen emergencies, a family's overall financial health hangs in the balance and homelessness and food insecurity are a constant threat. The Greater Washington Urban League provides emergency services and utility assistance as an answer to thousands of calls per month from distressed residents seeking relief.

Entrepreneurship and Small Business Center Impact Statement

Formalized in 2012, the League's Entrepreneurship Center ("EC") exists to remove barriers to entrepreneurship and facilitate successful small business start-up, growth, and expansion. EC delivers programming designed to "build up the entrepreneur", increasing their resiliency and providing knowledge that results in strong, viable ventures with high growth potential. We combine traditional business training with human capital development, and a form of goal-oriented counseling through our robust ecosystem of subject knowledge expert partners.

The Entrepreneurship Center assists hundreds of entrepreneurs in the Greater Washington area annually hosting a suite of services designed to meet novice and skilled entrepreneurs at their respective levels. The Center offers subject matter workshops, business plan development, group instruction and personalized coaching. The EC currently focuses on three major industry verticals - Government Contracting, Food, Beverage and Hospitality, and Performing and Visual Arts.

Since its inception, the Center has supported the advancement of over 1,500 small businesses and hosted over 30 cohorts.

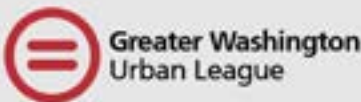




CENTER FOR FINANCIAL INCLUSION
Accelerating Economic Opportunity & Financial Wellness



NEED HELP WITH UTILITY PAYMENTS?



The Greater Washington Urban League (GWUL) is assisting families with single households in the District of Columbia with payment for their utility bills.

WATER BILL ASSISTANCE

GWUL is in partnership with the DC Water and Sewer Authority (WASA) to help families with past due water bill during times of financial crisis. Residents can apply for assistance once during a program year and can receive up to \$350.

PEPCO ENERGY ASSISTANCE

GWUL is in partnership with Pepco assistance to families needing help with past due electric and gas bills. Program families can apply for assistance once per year to help pay for their utility bills.

IF YOU NEED HELP...

If you need help with a onetime payment for one or more of your utility bills, please contact: 202.427.4100 or kwilson@gwul.org. For more information please go to the GWUL website at www.gwul.org



GREATER WASHINGTON URBAN LEAGUE
2901 14th Street, NW
Washington, DC 20009
Ph: 202.427.4100 • Fx: 877.236.4100

LATE ON YOUR WATER BILL?



DON'T DELAY ANY FURTHER, CALL US NOW!

WATER BILL ASSISTANCE

The S.P.L.A.S.H (Serving People by Lending A Supporting Hand) Program administered by the Greater Washington Urban League, was designed by D.C. Water to help families pay their water bill in times of financial crisis. Let us help you avoid disconnection and/or have your services restored. Apply for assistance now. You can receive up to \$350 once during a program year.

[CLICK HERE FOR S.P.L.A.S.H. PROGRAM](#)

HOW TO CONTRIBUTE TO WASA:

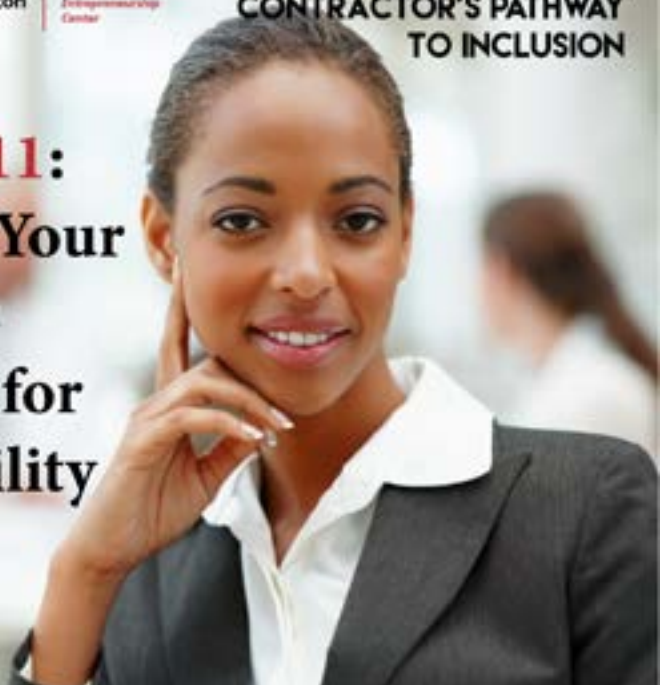
For decades S.P.L.A.S.H. has been continually funded with contributions from the community serving thousands of residents in need. If you wish to be amongst those serving their neighbours, round up your bill or click the link to donate through the Greater Washington Urban League

[CLICK HERE TO DONATE NOW](#)



CONTRACTOR'S PATHWAY TO INCLUSION

**Session 11:
Packing Your Business Toolbox for Profitability**



GWU 2022



**INVESTMENT IN
EQUITY**

SPONSOR GUIDE



Greater Washington
Urban League



EQUITY **IN**
BLACK & WHITE

ANSWERING THE CALL TO ACTION

EQUITY IN **BLACK & WHITE**

ANSWERING THE CALL TO ACTION

Are you ready and willing?!

The Greater Washington Urban League is standing by eager to help provide enlightenment and an empowered sense of direction in this moment of need for truth telling and peace. 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 unsustainable economic equity gap. Moreover, each one of these crises has been ignited, exacerbated or a direct result of inequity in America.

EQUITY IN **BLACK & WHITE**

ANSWERING THE CALL TO ACTION

The League's Equity in Black & White: Answering the Call to Action summit is being uniquely curated for 250 experienced and emerging executives called to lead effective and lasting change. The Summit is organized to be an energizing, fast-paced half-day of interactive and intense knowledge sharing. This series of virtual seminars and workshops will be live streamed on April 21, 2022.

Executive leaders positioned to advance their organization's embrace of equity and justice as cultural competencies and values, are urged to join our roster of invited guests and premier sponsors. Through this our 2nd Annual Equity Summit, a convening of deeply rooted, expert consultants, the League aims to propel organizations from a "Call to Duty" in 2021 to a "Call to Action" in 2022.

We encourage you to stand with us as a Summit Sponsor as we continue to discover what equity really looks like. The \$295,000 we aim to raise is but a fraction of the cost of idle complacency, but it is absolutely necessary to sustain our impactful work together.

To allow for meaningful and judgment-free engagement participant discussions and comments will not be rebroadcast in public forums.

EQUITY_{IN} **BLACK & WHITE**

ANSWERING THE CALL TO ACTION

Featured Consultant Workshop (1)

*One sponsorship opportunity available at this level

Sponsor Amount: **\$40,000** | Virtual Seats: **20**

Featured Consultant Workshop Hosting

On Camera Remarks Prior to Segment Introduction

Introduction of the Featured Consultant Workshop Segment

Participation in Segment Recap for All Attendees

Branded Whiteboard Frame with Featured Workshop Notes to be Distributed to Attendees (Post-Event)

Sixty (60) Minute Advisory Session with Featured Workshop Consultant (Post Event)

Brand Logo Placement & Advertisement

Logo on Lower Third Segment Banner

Logo on Speaker Presentation Footer (if permissible)

Logo on Equity Summit Website Landing Page

Logo on Sponsorship Acknowledgment Page in Digital Program

Advertisement in Digital Program

Media Mentions

On Track Radio Show - Dedicated Interview

Inclusion in Press Release/Media Alert

Dedicated Social Media Post

E-Gift Cards to a Food Delivery Service: 20



EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

Luncheon Keynote Sponsor (1)

*One sponsorship opportunity available at this level

Sponsor Amount: **\$30,000** | Virtual Seats: **15**

Luncheon Keynote Speaker Hosting

Up to Two (2) Minute Pre-recorded Video or On Camera Remarks

Introduction of Luncheon Keynote Speaker

Acknowledgment with Distribution of E-Gift Card for Food Delivery Service

Branded Whiteboard Frame with Featured Workshop Notes to be Distributed to Attendees (Post-Event)

Brand Logo Placement & Advertisement

Logo on Lower Third Segment Banner

Logo on Equity Summit Website Landing Page

Logo on Sponsorship Acknowledgment Page in Digital Program

Advertisement in Digital Program

Media Mentions

On Track Radio Show - Dedicated Interview

Inclusion in Press Release / Media Alert/ Media Alert

Dedicated Social Media Post

E-Gift Cards to a Food Delivery Service: 15



EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

Welcome Keynote Sponsor (1)

*One sponsorship opportunity available at this level

Sponsor Amount: **\$25,000** | Virtual Seats: **15**

Welcome Keynote Speaker Sponsorship

Up to Two (2) Minute Pre-recorded Video or On Camera Remarks

Introduction of Welcome Keynote Speaker

Branded Whiteboard Frame with Featured Workshop Notes to be Distributed to Attendees (Post-Event)

Brand Logo Placement & Advertisement

Logo on Lower Third Segment Banner

Logo on Equity Summit Website Page

Logo on Sponsorship Acknowledgment Page in Digital Program

Advertisement in Digital Program

Media Mentions

On Track Radio Show - Dedicated Interview

Inclusion in Press Release / Media Alert/ Media Alert

Dedicated Social Media Post

E-Gift Cards to a Food Delivery Service: 15



EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

Equity in Action Workshop Sponsor (3)

*One sponsorship opportunity available at this level

Sponsor Amount: **\$20,000** | Virtual Seats: **10**

Equity Educational Workshop Hosting

On Camera Remarks Prior to Segment Introduction

Introduction of One (1) Workshop Segment

Participation in Segment Recap for All Attendees

Sixty (60) Minute Advisory Session with Workshop Consultant (Post-Event)

Branded Whiteboard Frame with Featured Workshop Notes to be Distributed to Attendees (Post-Event)

Brand Logo Placement / Name Listing

Logo on Speaker Presentation Footer (if available)

Logo on Equity Summit Website Page

Logo on Sponsorship Acknowledgment Page in Digital Program

Advertisement in Digital Program

Media Mentions

On Track Radio Show Mention

Social Media Mention

E-Gift Cards to a Food Delivery Service: 10



EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

Sponsor Spotlight (5)

*One sponsorship opportunity available at this level

Sponsor Amount: **\$15,000** | Virtual Seats: **8**

5 Minute Sponsor Spotlights

Up to Two (2) Minute Pre-recorded Video or On Camera Remarks
One Equity Best Practice Testimonial During Spotlight
Creation and Presentation of One Polling Question During Spotlight

Brand Logo Placement / Name Listing

Logo on Equity Summit Website Page
Logo on Sponsorship Acknowledgment Page in Digital Program

Media Mentions

On Track Radio Show Mention
Social Media Mention

E-Gift Cards to a Food Delivery Service: 8

EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

Equity Partner (7)

*One sponsorship opportunity available at this level
Sponsor Amount: **\$5,000** | Virtual Seats: **5**

Sustaining Supporter (5)

*One sponsorship opportunity available at this level
Sponsor Amount: **\$2,500** | Virtual Seats: **2**

Brand Logo Placement / Name Listing

Logo on Equity Summit Website Page
Listing on Sponsorship Acknowledgment Page
in Digital Program

Brand Logo Placement / Name Listing

Logo Equity Summit Website Page
Listing on Sponsorship Acknowledgment Page
in Digital Program

Media Mentions

On Track Radio Show Mention
Social Media Mention

Media Mentions

Social Media Mention(s)

E-Gift Cards to a Food Delivery Service: 5

E-Gift Cards to a Food Delivery Service: 2

Individual Contributor Ticket: \$175

EQUITY^{IN} BLACK&WHITE

ANSWERING THE CALL TO ACTION

Sponsorship Form

SPONSORSHIP LEVELS

- | | | | |
|--|----------|---|----------|
| <input type="checkbox"/> FEATURED CONSULTANT WORKSHOP | \$40,000 | <input type="checkbox"/> SPONSOR SPOTLIGHT | \$15,000 |
| <input type="checkbox"/> LUNCHEON KEYNOTE SPONSOR | \$30,000 | <input type="checkbox"/> EQUITY PARTNER | \$5,000 |
| <input type="checkbox"/> WELCOME KEYNOTE SPONSOR | \$25,000 | <input type="checkbox"/> SUSTAINING SUPPORTER | \$2,500 |
| <input type="checkbox"/> EQUITY IN ACTION WORKSHOP SPONSOR | \$20,000 | <input type="checkbox"/> INDIVIDUAL TICKET | \$275 |

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. For questions please call 202-948-9858



Greater Washington Urban League



 Greater Washington Urban League

COURAGE

— U★N★D★E★R —

FIRE

Awards



COURAGE U★N★D★E★R **FIRE** *Awards*

Are you committed to continuing the journey with us?!

In March 2021, the Greater Washington Urban League (the “League”) assembled over 150 executives positioned to be change agents at its inaugural Equity in Black & White: Unpacking our Call of Duty Summit. We featured the work of twelve renowned experts in the fields of social movements, catalytic thinking and structural racialization.

In September 2021 we kept our promise to keep the dialogue going. The League’s Courage Under Fire Awards: Continuing the Equity Conversation stirred hearts and churned the waters of racial equity! We put a spotlight on the inspirational work and accomplishments of four nationally known legal and medical experts.

These invaluable inaugural events marked just the beginning of what is to come. Your involvement with the League can and will save countless lives!



COURAGE U★N★D★E★R FIRE *Awards*

For the Greater Washington Urban League, the question is always “What we can do to drive action that leads to lasting change. What can we do to transform lives?” Through the League’s Courage Under Fire Awards we recognize and experience the wisdom of renown leaders who courageously fight for systems change. While doing so, they also bravely expose the devastating consequences when racial inequity continues with impunity and the injuries from inaction accumulate.

In September we will uplift our 2022 Awardees. They are some of most influential game changers and powerful voices for institutional advancement.

We encourage you to stand with us as a Summit Sponsor. Your support enables us to bring to our community’s doorstep powerful voices for systemic change. While the \$225,000 we seek to raise is small its impact for the League is monumental. The needs of the communities we serve are not slowing or decreasing. We thus must continue to smartly add capacity by investing in new talent and technology.

Your involvement with the League could save countless lives.



COURAGE U*N*D*E*R FIRE *Awards*

Sponsor Level: **Presenting Sponsor**

Sponsor Amount: **\$100,000** | Virtual Seats: **20** | Reception Seats: **10**

(COVID restrictions may apply to reception seats)

Brand Logo Placement

Courage Under Fire Website Landing Page
Prominently Displayed on Signage Throughout Event
Full Page Advertisement in Digital Program
Company Listing on Sponsorship
Acknowledgment Page in Digital Program
Digital Display on Online Event Platform

Sponsor Remarks / Promotional Video

Up to Three (3) Minutes Pre-recorded Video or On-Camera Remarks During Courage Under Fire Awards Program
Presentation of One Award to One CUF Leadership Impact Award Recipient
Acknowledged in Event Recap Video

Speaker and Attendee Engagement (Virtual)

An Exclusive Opportunity to Meet and Greet Guest Speakers During Reception
Ask an Approved Question of One (1) of the Guest Speakers During Awards Program
Presentation of an Audience Polling Question
Provide Two (2) Questions for Post Event Participant Survey

Media Mentions

Inclusion in Press Release / Media Alert
One Social Media Post(s) Featuring Sponsor's Work to Advance Social Justice or Equity & Inclusion

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)

Curated Follow-On Event

Participate in racial equity town hall discussion with GWUL





COURAGE U★N★D★E★R FIRE *Awards*

Sponsor Level: **Sustaining Equity Partner**

Sponsor Amount: **\$50,000** | Virtual Seats: **10** | Reception Seats: **6**

(COVID restrictions may apply to reception seats)

Brand Logo Placement

Courage Under Fire Website Landing Page
Prominently Displayed on Signage Throughout Event
Company Listing on Sponsorship Acknowledgment Page in Digital Program
Digital Display on Online Event Platform

Sponsor Remarks / Promotional Video

Up to Forty-Five (45) Second Pre-recorded Video or On-Camera Remarks During
Courage Under Fire Awards Program
Presentation of One Award to One CUF Leadership Impact Award Recipient

Speaker and Attendee Engagement (Virtual)

An Exclusive Opportunity to Meet and Greet Guest Speakers During Reception
Ask an Approved Question of One (1) of the Guest Speakers During Awards Program
Provide One (1) Question for Post Event Participant Survey

Media Mentions

Inclusion in Press Release / Media Alert

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)





COURAGE U*N*D*E*R FIRE *Awards*

Sponsor Level: **Hospitality Equity Partner**

Sponsor Amount: **\$25,000** | Virtual Seats: **7** | Reception Seats: **4**

(COVID restrictions may apply to reception seats)

Brand Logo Placement

Courage Under Fire Website Landing Page

Displayed on Signage Throughout Event

Company Listing on Sponsorship Acknowledgment Page in Digital Program

Branding at Food Stations

Sponsor Branded Item Included with Participant Appreciation Gift

Sponsor Remarks / Promotional Video

Up to Forty-Five (45) Second Pre-recorded Video or On Camera Remarks During Reception

Speaker and Attendee Engagement (Virtual)

An Exclusive Opportunity to Meet and Greet Guest Speakers During Reception

Submit One (1) Question to be Asked of a Guest Speaker During Reception

Provide One (1) Question for Post Event Participant Survey

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)





COURAGE U*N*D*E*R FIRE *Awards*

Sponsor Level: **Media & Technology Partner**

Sponsor Amount: **\$20,000** | Virtual Seats: **6** | Reception Seats: **2**

(COVID restrictions may apply to reception seats)

Brand Logo Placement

Courage Under Fire Website Landing Page
Company Listing on Sponsorship Acknowledgment Page in Digital Program
Branding on Technology Hosting Platform
Displayed on Signage at Event

Sponsor Remarks / Promotional Video

Up to Forty-Five (45) Second Pre-recorded Video or On Camera Remarks During Reception

Speaker and Attendee Engagement (Virtual)

Submit One (1) Question to be Asked of a Guest Speaker During Reception
Provide One (1) Question for Post Event Participant Survey

Media Mentions

One Social Media Post(s) Featuring Sponsor's Work to Advance Social Justice or Equity & Inclusion
One Polling Question via Social Media

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)





COURAGE U*N*D*E*R FIRE *Awards*

Sponsor Level: **Corporate Equity Partner**

Sponsor Amount: **\$15,000** | Virtual Seats: **4** | Reception Seats: **2**

(COVID restrictions may apply to reception seats)

Brand Logo Placement

Courage Under Fire Website Landing Page

Company Listing on Sponsorship Acknowledgment Page in Digital Program Displayed on Signage at Event

Media Mentions

Dedicated GWUL On-Track Radio Segment Featuring Sponsor's Work to Advance Social Justice or Equity & Inclusion

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)

Sponsor Level: **Equity Movement Partner**

Sponsor Amount: **\$5,000** | Virtual Seats: **4**

Brand Logo Placement

Courage Under Fire Website Landing Page

Company Listing on Sponsorship Acknowledgment Page in Digital Program

Participant Appreciation

Gift of Gratitude for Participant Support (Gift May Vary by Attendance Type)

Individual Ticket

Amount: **\$275** | Virtual Seat

If you are unable to attend but would like to support the work of The Greater Washington Urban League please donate at www.gwul.org





Greater Washington Urban League

COURAGE U*N*D*E*R FIRE *Awards*

Sponsorship Form

SPONSORSHIP LEVELS

PRESENTING SPONSOR	\$100,000	<input type="checkbox"/>	CORPORATE EQUITY PARTNER	\$15,000	<input type="checkbox"/>
SUSTAINING EQUITY PARTNER	\$50,000	<input type="checkbox"/>	EQUITY MOVEMENT PARTNER	\$5,000	<input type="checkbox"/>
HOSPITALITY EQUITY PARTNER	\$25,000	<input type="checkbox"/>	INDIVIDUAL TICKET	\$275	<input type="checkbox"/>
MEDIA & TECHNOLOGY PARTNER	\$20,000	<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©(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. For questions please call 202-948-9858



EQUITY_{IN} **BLACK&WHITE**

ANSWERING THE CALL TO ACTION

COURAGE U★N★D★E★R **FIRE** *Awards*

Be sure to complete and return your Sponsorship Form to sponsorship@gwul.org as soon as you practically can.

We want you to leverage all the marketing opportunities to which your organization would be entitled. Please call or email us with any questions you have or help you need in deciding your level of support.

Our Director of Philanthropy, Landrum Beard, will be happy to assist and can be reached at lbeard@gwul.org or 202-948-9858.

Once received, we will schedule a sponsorship activation meeting to ensure a smooth and stress less engagement with the League.

