



Greater Washington
Urban League

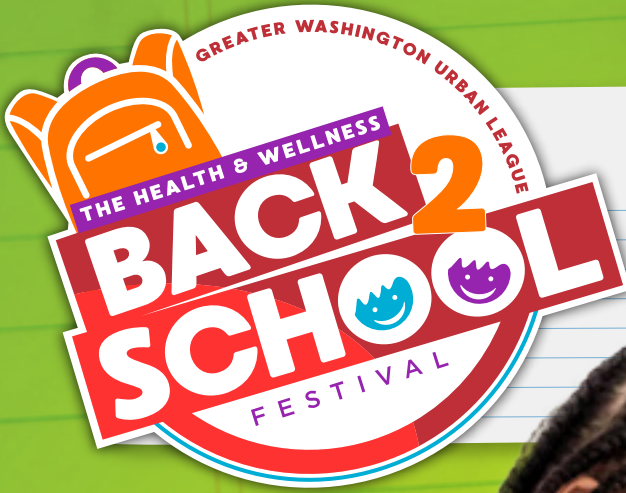


Greater Washington
Urban League

Guild



HELPING HANDS
CDC OF MARYLAND



SPONSORSHIP PACKAGE





2026 Back 2 School Health & Wellness Festival!

Saturday, August 22nd, 2026

10AM - 3PM

Second Baptist Church Southwest



1,000 STUDENTS

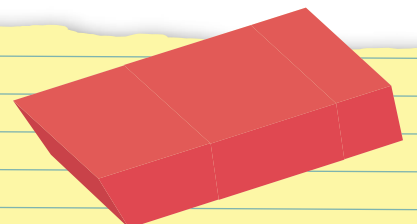


1,000 BAGS WITH SCHOOL SUPPLIES

We are supporting an estimated 1,000 children and their families. We plan to provide our treasured students with the best holistic tools and resources for a successful school year, and we 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, and health screenings – all in an atmosphere of great food and fun for the entire family.





FOR OUR PARENTS

The Back2School Festival 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

Put Your Brand in Front of 1,000+ Children and Families. As a sponsor, your brand will be featured across multiple touchpoints, including: Branded Event Materials & Collateral Volunteer Opportunities for Your Team Raffle Passport Card Logo Placement Event Signage and Displays ...and more!

Make a meaningful impact while gaining visibility with an engaged, family-focused audience.

REACH

GWUL's programs and events collectively reach over **10,000** families every year. GWUL boasts an email list of over **18,000** active subscribers and **9,600** followers across our social media accounts, as well as **70,000+** website visitors annually. Our audience is both engaged and multi-generational, supporting our digital and physical spaces.

FURTHER YOUR COMMITMENT TO SOCIAL RESPONSIBILITY

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.





SPONSORSHIP PACKAGES AT-A-GLANCE

B2S HEALTH & WELLNESS FESTIVAL	TEACHER* \$25,000	SCHOLAR \$15,000	MENTOR \$10,000	FRIEND \$5,000
	2 SPONSORSHIPS	3 SPONSORSHIPS	5 SPONSORSHIPS	
COMMUNICATION & PROMOTION ASSETS				
WPGC 95.5 FM - On Track Radio Interview (30 minutes)	Individual Session	Group Session		
Press Release Highlight	Quoted	Listed	Listed	
Digital B2S Event Recap / Impact Report	1/2 Page Spotlight w/ Photo & Quote	Photo & Quote	Logo	Logo
E-Blast Highlight	Individual Highlight	Group Highlight	Group Highlight	Group Highlight
Social Media Campaign – Sponsor Highlight	Individual Post	Group Highlight	Group Highlight	Group Highlight
Event Website Logo Placement	Premium Placement	Prominent Placement	Included	Included
PRINT ASSETS				
Step & Repeat	Logo	Logo		
Raffle Passport Card Logo Placement	Premium Placement	Prominent Placement	Included	
Event Signage Logo Placement	Premium Placement	Prominent Placement	Included	Included
2025 Sponsorship Guide Acknowledgement	Individual Highlight	Group Highlight	Group Highlight	Group Highlight
EVENT DAY ENGAGEMENT				
Ribbon Cutting Welcome Remarks	2 Minutes	1 Minute		
Branding Item/Collateral in Backpack	Item + Collateral	Item	Item	
Tabling Opportunity	Premium Location	Prominent Location	Included	Included
Live Acknowledgement	Announced + Social Post	Announced	Announced	Announced
Sponsor Volunteer Opportunity	Role Choice	Available Slots	Available Slots	Available Slots

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





EMPLOYEE VOLUNTEERING

Join us! GWUL's Back2School festival 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.

Can't volunteer? Consider providing in-kind donations. As part of our effort to provide students with the necessary supplies, we kindly ask for in-kind donations through our [Amazon Wishlist](#). The wishlist primarily consists of school supplies. Your generous contributions will directly benefit these students and enhance their educational experience.

INTERESTED?

Contact our team at back2school@gwul.org





ABOUT GWUL

The Greater Washington Urban League (GWUL) is one of the District of Columbia's oldest civil rights and community service organizations. GWUL was in its infancy in 1938 when the Great Migration brought thousands of Blacks fleeing onerous Jim Crow laws and a repressive system of segregation to the District. Today, we are still guiding individuals on the road to self-sufficiency through the midst of structurally enforced disparities across all measures of health and wealth.

GWUL envisions a DC metro area inclusive of flourishing, multi-generational, Black communities with members thriving unimpeded and unharmed by structural racism and violence – and we work strategically to increase the monetary and political wellness and power of our historically disenfranchised and economically excluded Black populations. Our work serves as an antidote to psychological oppression, structural barriers, lost wealth, and community displacement.

For 85 years, GWUL has impacted over five million lives standing on society's frontlines, as well as in the trenches, serving as a safety net and facilitator of opportunity.

We manage and administer comprehensive programs in the areas of housing, homeless prevention, financial empowerment, entrepreneurship/small business development, emergency assistance, youth development and scholarship, workforce development and advocacy.



Faith Gibson Hubbard

Interim President & CEO



Kimberly L. Corbin

Chief Administration & Financial Officer



ABOUT HELPING HANDS CDC

Helping Hands CDC aims to eliminate homelessness and poverty in Prince George's County, Maryland, particularly in Suitland and "The Heights", through financial assistance, education, housing, mental health, and food services.



Rev. Wallis C. Baxter III, PhD
President



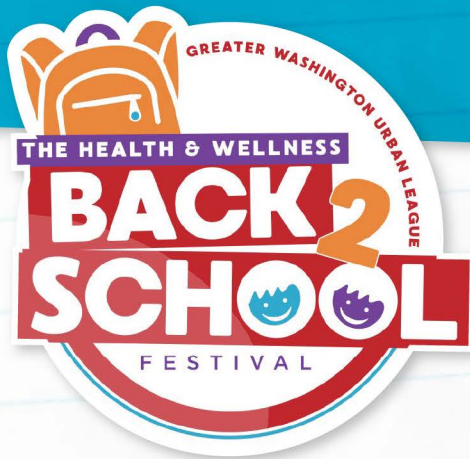
Rev. Michael E. Herndon
Director



Denise Scott
Interim Secretary



Dr. Lyle Pointer
Interim Treasurer



SPONSORSHIP FORM

SPONSORSHIP LEVELS

TEACHER
\$25,000

SCHOLAR
\$15,000

MENTOR
\$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. For questions please call 202-948-9858