



Greater Washington
Urban League



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Guild



HELPING HANDS
CDC OF MARYLAND



SPONSORSHIP PACKAGE



Saturday, August 22, 2026
Second Baptist Church Southwest | 10AM - 3PM

For almost 90 years, the **Greater Washington Urban League** has seen the power of a community that cares. When systems fall short, community responds. Our **Back 2 School Health & Wellness Festival** is one of the ways we put that belief into action. Each year, we bring together resources, services, and partners to ensure that children and families enter the school year with the tools, support, and opportunities they need to succeed. Through your sponsorship, you help provide school supplies, health and wellness resources, financial empowerment opportunities, and connections to critical services - while demonstrating a meaningful commitment to the children and families of our region.



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WHY PARTNER WITH US?

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.

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.

Why Sponsor the Back 2 School Festival?

Your organization gets far more than logo placement. Here's what makes this one of the most impactful sponsorships in the Greater Washington community:

- **Maximum Visibility** - Features across radio interviews, press releases, social media campaigns (9,600+ followers), event signage, raffle cards, digital recap reports, and more. Your brand reaches families long before and after August 22nd.
- **Employee Engagement** - Put your team where they'll feel it matters. Our festivals run on volunteers, and sponsor teams are the backbone. It's a morale-builder that employees genuinely talk about afterward.
- **Real Community Impact** - Every dollar funds direct services: backpacks for kids, health screenings for families, therapy sessions for youth, and local Black business investment. Your sponsorship has measurable outcomes you can report back to stakeholders.
- **Corporate Social Responsibility** - Align with an organization that's been justice-centered for nearly 90 years. Partnership signals a genuine commitment to equity, education access, and community empowerment.



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SPONSORSHIP PACKAGES AT-A-GLANCE

Your Brand. 1,000+ Families. Countless Touchpoints.

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.

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	Available	Available	Available	Available

If you're interested in an exclusive, customized sponsorship, please contact sponsorship@gwul.org



EVENT FEATURES

Every Family Leaves with Something They Need
The festival is designed with parents, fulfilling the needs they've told us matter most.



Backpacks & Supplies

1,000+ durable backpacks filled with necessities, plus books and fidget toys



Black Brilliance Marketplace

vendors from local Black-owned businesses, products the whole family uses



Homeownership Resources

expert counseling, soft-pull credit reports, first-time buyer support



Financial Empowerment

bank connections, workforce development, practical money tools



Voter Registration

build civic power with on-site registration



Health & Wellness Pavilion

free screenings and vaccines (COVID, flu, tetanus) for the whole family



Mental Health Services

youth therapy discussions, emotional learning, senior caregiving support



Arts & Crafts

hands-on creative activities for kids of all ages





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IMPACT & METRICS

What Your Sponsorship Made Possible Last Year



Backpack Legacy

Sustaining 1,000 backpacks for 3 consecutive years straight.



Supply Expansion

From Backpacks only to also adding Books + Fidget Toys.



Recording Depth

3 hours of recording time capturing powerful narratives.



Voices Captured

22 Dads interviewed.



New Presence

Integration of the dedicated "Black Fatherhood Booth."



Human Capital

Driven by 139 amazing volunteers.



Time Invested

Approximately 350 volunteer hours contributed.



Therapy Volume

60 therapy sessions facilitated/completed.



Local Investment

\$71,964.58 invested directly into local small Black-owned businesses.

Every dollar invested in this event is channeled directly into student readiness and family well-being. Through your support, we equipped over 1,000 children with backpacks and supplies, facilitated 60 mental health therapy sessions for youth and families, invested nearly \$72,000 in local Black-owned businesses, captured the stories of community fathers through our Black Fatherhood initiative, and connected hundreds of families to life-changing resources - all in one Saturday. This is what a community that cares looks like in action.



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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

DEADLINE - July 25, 2026 - Commitments received by this date ensure full inclusion in all pre-event promotional materials, printed collateral, and social media campaigns.



GET INVOLVED (Volunteering & Contact)

Be There On The Day - Volunteer With Us

GWUL's Back 2 School Festival runs because of people like you. We need at least 150 volunteers this year and sponsor teams make up a big part of that number. Whether it's handing out backpacks, greeting families at the entrance, setting up booths, or supporting our vendors - every role makes a difference on August 22nd. Your people don't need experience. They just need to show up ready to help.



Volunteer

Shop Our Wishlists or Donate Directly

Every dollar helps us purchase exactly what students need most - and all donations are fully tax-deductible. Grab items directly from our wishlists, too



Amazon Wishlist



Target Wishlist



Walmart Wishlist

Let's Make This Year's Biggest Yet

Whether you sponsor, volunteer, donate supplies, or spread the word — you're part of what makes this festival possible. Together, we level the playing field so every child starts school feeling confident, prepared, and ready to succeed. Ready to partner? Contact sponsorship@gwul.org or call (202) 948-9858. We'd love to talk custom options, team volunteering, or matched giving.



Donate