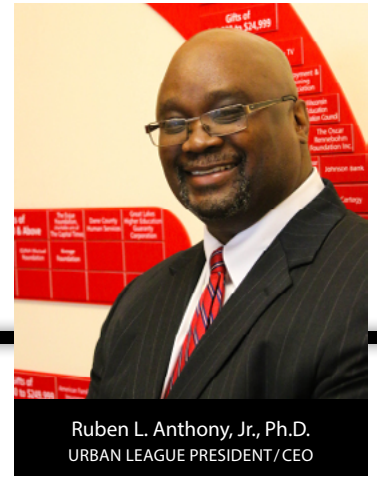




Urban League of Greater Madison



Ruben L. Anthony, Jr., Ph.D.
URBAN LEAGUE PRESIDENT / CEO

ANNUAL COMMUNITY UNITY PICNIC

Greetings Urban League Friend.

2020 will mark the 6th annual Unity Picnic. The picnic has grown to over 600 attendees from South Madison and all throughout Dane County. It has grown into one of the most exciting, family-friendly, community-building events in Madison. Once again the event will live music, youth performances, kids activities, and free food including award-winning BBQ. Most importantly, the event will feature great fellowship!

Unity Picnic 2020 will take place on Saturday, July 18 from 12 to 5 PM on the grounds of the Urban League. There will also be a special reception for sponsors and other key stakeholders from 11 AM to noon.

The event is a great opportunity to promote your brand. All proceeds raised through sponsorship go directly to support Urban League programs and services. Event sponsors will receive passes to attend a Stakeholder Reception immediately preceding the picnic which will include a "State of the Urban League" update and some special food.

To make this event possible, we need great sponsors and community partners. The attached page includes a description of sponsorship benefits. We appreciate your support and look forward to partnering with you to strengthen our community.

Sincerely,

Ruben L. Anthony, Jr., Ph.D.
President & CEO



SPONSORSHIP PACKAGES AND AGREEMENT FORM

PLATINUM SPONSOR \$5,000

- 10 tickets to the invitation-only VIP reception
- Logo on event promotional flyer
- Exposure on the ULGM website and social media
- Prominent banner at the event
- Exhibit table at the event
- Podium time
- Logo/Name prominent on materials at event
- Opportunity to present your promotional materials or items to guests

GOLD SPONSOR \$2,500

- 6 tickets to the invitation-only VIP reception
- Logo on event promotional flyer
- Exposure on the ULGM website and social media
- Exhibit table at the event
- Exclusive signage recognizing sponsorship
- Special recognition from podium
- Company listing on materials at event

SILVER SPONSOR \$1,500

- 4 tickets to the invitation-only VIP reception
- Company name listing on promotional flyer
- Company name listing on materials at event
- Shared signage recognizing sponsorship

COMMUNITY PARTNER \$400

Non-profit, faith-based, & other community organizations.

- 4 tickets to the invitation-only VIP reception
- Logo on promotional flyer
- Logo on materials at event
- Shared signage recognizing sponsorship
- Exhibit table at the event

Urban League reserves the right to determine eligibility for sponsorship in the Community Partner category.

CONTACT INFORMATION

Company Name _____

Contact Name / Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Signature _____

My signature indicates authorization to make this commitment on behalf of my company.

OUR SPONSORSHIP LEVEL

- | | |
|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$5,000 |
| <input type="checkbox"/> Gold Sponsor | \$2,500 |
| <input type="checkbox"/> Silver Sponsor | \$1,500 |
| <input type="checkbox"/> Community Partner | \$400 |

PAYMENT INFORMATION

- Our Check is Enclosed Please Send an Invoice
 Please Bill our Credit Card:

Name as it appears on the card

Card Number

Expiration Date

PLEASE RETURN TO:

MAIL:

Urban League of
Greater Madison
ATTN: Edward Lee
2222 S. Park Street
Suite 200
Madison, WI 53713

EMAIL: elee@ulgm.org

PHONE: 608.729.1211

FAX: 608.729.1205

2020 UNITY PICNIC
SPONSORSHIP