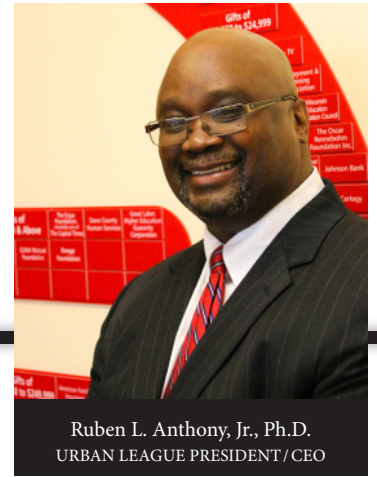




Urban League of Greater Madison



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

ANNUAL COMMUNITY UNITY PICNIC

Greetings Urban League Friend.

2025 will mark the 11th anniversary of the 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 2025 will take place on Saturday, July 26 from 12:00 to 4:00 PM. The event will be held in the central parking lot at the Village on Park situated right between the Urban League Center for Workforce Development and the Urban League Black Business Hub at 2222-2352 S. Park Street. There will also be a special reception for sponsors and other key stakeholders from 11 AM to noon in the Ascendum Atrium at the Urban League Black Business Hub.

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.

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



PLATINUM SPONSOR \$7,500

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

GOLD SPONSOR \$5,000

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

SILVER SPONSOR \$2,500

- 4 tickets to the invitation-only Stakeholder Reception
- Company name listing on promotional materials
- Company name listing on materials at event
- Shared signage recognizing sponsorship

NON-PROFIT PARTNER \$1,000

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

- 4 tickets to the invitation-only Stakeholder Reception
- Logo on promotional materials
- Logo on shared signage at event
- Exhibit table at the event (limited quantity)

COMMUNITY PARTNER* \$400

By invitation only. Organizations with historic affiliation with the Urban League mission and movement.

- 4 tickets to the invitation-only Stakeholder Reception
- Logo on promotional materials
- Logo on shared signage at event
- Exhibit table at the event

Urban League reserves the right to determine eligibility for sponsorship in the Nonprofit & Community Partner categories.

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 | \$7,500 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Nonprofit Sponsor | \$1,000 |
| <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: Brian Nkemnji
2222 S. Park Street Suite 200
Madison, WI 53713

EMAIL: bnkemnji@ulgm.org

PHONE: 608.729.1251

FAX: 608.729.1205

2025 UNITY PICNIC
SPONSORSHIP