



SPONSORSHIP GUIDE

Whitney M. Young, Jr.

GALA

MAY 5, 2018

CHARLOTTE WESTIN HOTEL

“From Basics to Brilliance”

\$25,000 - Title Sponsor

- Title sponsor listing and seating at Gala
- ULCCVIP reception invitation
- 3 VIP tables at event
- Podium/Program Participation
- Full spread ad in program (11"x8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional materials
- Company Banner Display

\$20,000 - Presenting Sponsor

- ULCCVIP reception invitation
- 2 VIP tables at event
- Podium/Program Participation
- Full page ad in program (5.25"x8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional materials
- Company Banner Display

\$10,000 - Gold Level

- ULCCVIP reception invitation
- 2 VIP tables at event
- Full page ad in program (5.25"x 8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional materials

\$5,000 - Silver Level

- ULCCVIP reception invitation
- A VIP tables at event
- Half page ad in program (5.5"x4.25")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year

TURN FOR MORE EXCITING SPONSORSHIP OPPORTUNITIES.



\$2,500 - Bronze Level

- ULCCVIP reception invitation
- A VIP tables at event
- Half page color ad in program (5.5"x4.25")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year

\$2,000 - Supporter

- ULCCVIP reception invitation
- A VIP table at event
- Half page ad in program color (5.5"x4.25")
- Public acknowledgment / announcement of sponsorship

\$4,000 PRE-GALA VIP RECEPTION SPONSORSHIP

Sponsorship includes: signage in VIP reception area and the opportunity to make remarks during the reception. Sponsorship also provides intimate networking opportunities with the Whitney M. Young award recipients and with Charlotte's most prominent civic and community leaders.

\$3,500 BAR SPONSORSHIP *exclusive*

Sponsorship includes: Company Branded Bar, Company logo on ULCC website, Company logo on event signage at the bars, Logo displayed on main screens, One table to accomidate 10 guests.

\$450 YOUNG PROFESSIONAL AFTER PARTY SPONSORSHIP

Sponsorship includes: Continuous recognition of sponsorship from DJ throughout the party. Sponsorship also includes sampling opportunities during this highly popular and fun-filled event directly following the Gala.



2018 PROGRAM BOOK ADVERTISING

This program book captures the highlights of the gala. Last year's edition is still in circulation as it has become a sought after souvenir of the evening's events. The Whitney M. Young Gala not only honors the most prominent figures in the economic and social mobility movement but it also gathers approximately 550 civic and political leaders, young professionals, corporate executives, entrepreneurs and residents. This venue is ideal to promote your business or service. The rates below are structured to fit every budget for maximum exposure in this table-top publication.



Premium	color	black and white
\$700 Spread	\$375 Full Page	\$250 Full Page
\$500 Back Cover	\$250 Half Page	\$150 Half Page
\$550 Inside Front	\$150 Quarter Page	\$90 Quarter Page
\$475 Inside Back		

Dimensions: Spread (11in.x8.5in), full page (5.5x8.5in.), half page (5.5x4.25in), quarter page (2.75x4.25in.)

For more information and to become a sponsor contact
John Ham at (704) 373-2256 ex. 208 or John.Ham@UrbanLeaguecc.org.