



WHITNEY M. YOUNG, JR. AWARDS GALA  
CELEBRATING

45TH  
ANNIVERSARY

URBAN LEAGUE OF CENTRAL CAROLINAS

FRIDAY, AUGUST 4, 2023  
6PM TO 10 PM | MARRIOTT CHARLOTTE CITY CENTER





## WHITNEY M. YOUNG, JR. AWARDS GALA 45TH ANNIVERSARY CELEBRATION

### Overview

The Whitney M. Young, Jr. Award Gala (Gala) is Urban League of Central Carolinas (ULCC) signature fundraising event in honor of the civil rights leader and former CEO of the National Urban League. Young was an organizer of the March on Washington for Jobs and Freedom alongside Martin Luther King -- where they marched for the civil and economic rights of underserved populations. This year, we celebrate our 45th year of continuing to honor this legacy by acknowledging individuals and organizations who have partnered with us in this work and awarding those who exemplify the principles of Whitney M. Young, Jr.

Sponsoring the Gala is a chance to reaffirm your commitment to the work of the Urban League of Central Carolinas as we celebrate 45 years of serving underserved communities to achieve stability and a brighter future. As a partner of the ULCC your organization has the opportunity to transform communities across the central Carolinas by supporting the social, and economic opportunities that change lives.

This year's theme is centered around the Harlem Renaissance. The **Renaissance** was a movement that emerged in the early 20th century and in some ways ushered in the civil rights movement of the late 1940s and early 1950s. The social foundations of this movement included the Great Migration of African Americans from rural to urban spaces and from South to North; dramatically rising levels of literacy; the creation of national organizations dedicated to pressing civil rights, "uplifting" the race, and opening socioeconomic opportunities.

**Commit and come celebrate with us.**

**Happy 45th Year to Urban League of Central Carolinas!**



*Whitney M. Young, Jr.*





WHITNEY M. YOUNG, JR. AWARDS GALA  
45TH ANNIVERSARY CELEBRATION

**\$50,000 — LANGSTON HUGHES PRESENTING SPONSOR**

*Langston Hughes Sponsors have a deep commitment to equality and believe in the advancement of all underserved communities.*

**Branding**

- “Presented by” status throughout Gala venue
- Co-logo on special table item
- Featured blog post on ULCC website (300 words)
- Logo and hyperlink on ULCC website
- Logo on all event signage and advance communications
- “Sponsored by” designation for one additional ULCC event

**Speaking Opportunity | Videos**

- **Opening** remarks at Gala (2 minutes)
- Welcome greeting from sponsor CEO at event :30-sec
- :30-sec video welcome message on ULCC website
- :30-sec video on Gala website

**Press | Media**

- “Presented by” status on all media mentions (TV, radio, articles)
- Press release quote announcing sponsorship (60 words max)
- Sponsorship recognition in six (6) social media posts
- One featured article in ULCC’s bi-weekly newsletter League Letter

**Whitney M. Young, Jr. Awards Gala Experience**

- Two full tables and premium seating (20 tickets)
- 20 tickets to VIP Reception

**\$45,000 — ZORA NEALE HURSTON “45 YEARS” SPONSOR**

*Zora Neale Hurston Sponsors are advocates for African-American rights and dedicated to preserving the culture.*

**Branding**

- Featured blog post on ULCC website (300 words)
- Co-logo on special table gift
- Logo and hyperlink on ULCC website
- Logo on all event signage and advance communications
- “Sponsored by” designation for one additional ULCC event

**Speaking Opportunity | Videos**

- **Closing** remarks at Gala (2 minutes)
- Pre-recorded congratulatory video greeting from sponsor CEO or senior executive at event :30-sec

**Press | Social Media**

- Press release quote announcing sponsorship (60 words max)
- Sponsorship recognition in four (4) social media posts
- One featured article in ULCC’s newsletter League Letter

**Whitney M. Young, Jr. Awards Gala Experience**

- Two full tables and priority seating (20 tickets)
- 10 tickets to VIP Reception

For more information on sponsoring the Whitney M. Young, Jr. Awards Gala, contact Shereese Floyd, [shereese.floyd@urbanleaguecc.org](mailto:shereese.floyd@urbanleaguecc.org) or 704-910-9708.



WHITNEY M. YOUNG, JR. AWARDS GALA  
45TH ANNIVERSARY CELEBRATION

**\$45,000 — CAB CALLOWAY DESSERT LOUNGE**

*Cab Calloway Sponsors understand the importance of building connections with fellowship and fun - Dessert Lounge "after" party of the Gala.*

**Branding**

- "Presented by" status for Lounge
- Logo on bar signage
- Logo on napkins

**Speaking Opportunity | Videos**

- :30-sec video on the Gala website
- Special logo dessert

**Press | Media**

- Lounge "Presented by" status on all media mentions (TV, radio, articles)
- Press release mention

**Social Media**

- Sponsorship recognition in four (4) social media posts

**E-Blasts**

- One featured article in ULCC's newsletter League Letter

**Whitney M. Young, Jr. Awards Gala Experience**

- Two full tables and priority seating (20 tickets)
- 10 tickets to the Dessert Lounge

**\$45,000 — DUKE ELLINGTON VIP RECEPTION**

*Duke Ellington Sponsors believe in the movement and are committed to innovation and economic success - Exclusive networking event prior to the start of the Gala.*

**Branding**

- "Presented by" status for VIP Reception
- Logo on bar signage
- Logo on cocktail napkins

**Speaking Opportunity | Videos**

- Remarks at the VIP reception (2 minutes)
- VIP Lounge toast - remarks

**Press | Media**

- VIP Lounge "Presented by" on all media mentions (TV, radio, articles)
- Press release mention

**Social Media**

- Sponsorship recognition in four (4) social media posts

**E-Blasts**

- One featured article in ULCC's newsletter League Letter

**Whitney M. Young, Jr. Awards Gala Experience**

- Two full tables and priority seating (20 tickets)
- 10 tickets to the VIP Reception

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## CORPORATE SPONSORSHIPS



# WHITNEY M. YOUNG, JR. AWARDS GALA 45TH ANNIVERSARY CELEBRATION

### \$35,000 — JOSEPHINE BAKER TALENT SPONSOR

*Josephine Baker Sponsors believe in racial harmony through diversity, equity, and inclusion.*

#### Branding

- Logo and hyperlink on ULCC website
- Logo on all event signage and advance communications
- "Sponsored by" designation for one additional ULCC event tied to "Talent Pipeline" Initiatives

#### Press | Media

- Press release mention
- Sponsorship recognition in two (2) social media posts
- One featured article in ULCC's bi-weekly newsletter League Letter

#### Whitney M. Young, Jr. Awards Gala Experience

- One full table and priority seating (10 tickets)
- 5 tickets to VIP Reception

### \$25,000 — LENA HORNE AWARDS SPONSOR

*Lena Horne Sponsors believe in celebrating excellence and achievement.*

#### Branding

- Logo displayed in the Ballroom
- Logo and hyperlink on ULCC website
- Logo displayed on Awards table

#### Social Media

- Sponsorship recognition in two (2) social media posts

#### E-Blasts

- Logo in ULCC's newsletter League Letter

#### Whitney M. Young, Jr. Awards Gala Experience

- One full table (10 tickets)
- 5 tickets to VIP reception

### \$25,000 — DOROTHY DANDRIDGE DJ SPONSOR

*Dorothy Dandridge Sponsors embody the idea of being the "first to do it" and doing so on their own accord.*

#### Branding

- Logo displayed in the Ballroom
- Logo and hyperlink on ULCC website
- Logo displayed on DJ Booth

#### Social Media

- Sponsorship recognition in two (2) social media posts

#### E-Blasts

- Logo in ULCC's newsletter League Letter

#### Whitney M. Young, Jr. Awards Gala Experience

- One full table (10 tickets)
- 5 tickets to VIP reception

### \$20,000 — W.E.B. DUBOIS EVENT SPONSOR

*W.E.B. Dubois Sponsors have an influential voice and a vested interest in community growth.*

#### Branding

- Logo displayed in the Ballroom
- Logo and hyperlink on ULCC website
- Logo on Event signage

#### Social Media

- Sponsorship recognition in two (1) social media posts

#### E-Blasts

- Logo in ULCC's newsletter League Letter

#### Whitney M. Young, Jr. Awards Gala Experience

- One full table (10 tickets)
- 3 tickets to VIP reception

CORPORATE  
SPONSORSHIPS



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**\$10,000 — BILLIE HOLIDAY PHOTOBOOTH SPONSOR**

*Billie Holiday Sponsors believe in and support cultural representation.*

**Branding**

- Logo displayed at the photo booth
- Logo and hyperlink on ULCC website
- Logo on event signage
- DJ Call out

**Social Media**

- Sponsorship recognition in one (1) social media posts

**Whitney M. Young, Jr. Awards Gala Experience**

- Half table (5 tickets)
- 2 tickets to VIP reception

**\$5,000 — MARCUS GARVEY “ULCC SUPPORTER” SPONSOR**

*Marcus Garvey Sponsors believe in the movement and are committed to innovation and economic success.*

**Branding**

- Logo and hyperlink on ULCC website
- Logo on event signage
- DJ Call out

**Social Media**

- Sponsorship recognition in one (1) social media posts

**Whitney M. Young, Jr. Awards Gala Experience**

- Half table (5 tickets)

**\$3,500 — ELLA FITZGERALD TABLE SPONSOR**

*Ella Fitzgerald Sponsors celebrate all aspects of the African-American experience.*

**Branding**

- Logo and hyperlink on ULCC website
- Mention on event signage
- Table Signage
- DJ mention

**E-Blasts**

- Mention in ULCC's newsletter League Letter

**Whitney M. Young, Jr. Awards Gala Experience**

- Table (10 tickets)

**\$2,500 — BESSIE SMITH SPONSOR**

*Bessie Smith Sponsors champion black life with care and conviction.*

**Branding**

- Mention on ULCC website
- Mention on event signage

**Whitney M. Young, Jr. Awards Gala Experience**

- 4 tickets

**\$200 — INDIVIDUAL TICKET** \**limited availability*

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