

SPONSORSHIP AND MARKETING OPPORTUNITIES

*Celebrating 105 Years!
Legacy and Impact*



Greater Milwaukee
Urban League

39TH ANNUAL

BLACK
AND
WHITE
Ball

Saturday,
November 2, 2024

Baird Center

ROOFTOP BALLROOM

400 West Wisconsin Avenue
Milwaukee, Wisconsin 53203

To register, go to <https://GMULBWB24.givesmart.com>

6:00 PM REGISTRATION | RECEPTION | PRE-ENTERTAINMENT

7:00 PM PROGRAM

9:00 PM LIVE ENTERTAINMENT



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*Celebrating 105 Years!
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Enjoy an electrifying night packed with live entertainment,
auctions, and unforgettable experiences.



Nina V.A. Johnson
Senior Vice President

Wisconsin Branch Banking Market Leader
U.S. Bank

**BALL
CO-CHAIRS**



Marty Brooks
President and CEO

Wisconsin Center District

MISSION

Greater Milwaukee Urban League leads through education, employment, and advocacy to achieve economic vibrancy and equal access to all industries and disciplines that position African Americans to create wealth and live a better quality of life.

VISION

Greater Milwaukee Urban League works to ensure that Wisconsin becomes one of the top 10 places for African Americans to live and thrive, and where the greater Milwaukee area becomes a leader in education and socioeconomic inclusion.

EXECUTIVE COMMITTEE

Dr. Eve M. Hall - President & CEO
Greater Milwaukee Urban League

Margaret Bailey-Stewart - Board Chair
Charter Communications

Clyde Tinnen - 1st Vice Chair
Foley & Lardner LLP

Amy Hanneman - 2nd Vice Chair
Northwestern Mutual

Jim Strack - Treasurer
Enterprise Mobility

Danielle Bly - Secretary
WEC Energy Group

Melinda Devese
GE HealthCare

Stan Dillon
FIS | Wealth, Retirement & International

Treanna Evans
Molson Coors Beverage Company

Guillermo Gutierrez
ManpowerGroup

Stephanie Holt
Greater Milwaukee Urban League Young Professionals

Kevin Hunter
Associated Bank

BOARD MEMBERS

Dr. Joseph Kerschner
Medical College of Wisconsin

Dr. Mark W. Lodes
Froedtert and Medical College of Wisconsin

Henry Mohr
Reyes Coca-Cola Bottling

Cynthia Stokes - Murray
Greater Milwaukee Urban League Guild
National Council of Urban League Guilds

Jessica Noth
BMO

Craig Simpkins
Johnson Controls

Alec Smyczek
Milwaukee Tools

Danielle White
Rockwell Automation, Inc

Suey S. Wong, CFA
Baird - Private Wealth Management

\$100,000 PRESENTING SPONSOR

- Three premier tables of eight + **Golden VIP Access Pass**
- Exclusive meet & greet with the artist
- Speaking opportunity during the BWB event
- Brand logo recognition in all event marketing collateral; print, web-page, electronic and social media
- Red carpet interview by well-known influencer
- Full-page ad - premier position in the souvenir program
- Equal Opportunity Day table of eight
- Acknowledgment in the Annual Report
- Milwaukee Business Journal Thank You Ad
- Special corporate gift
- Other opportunities negotiable

\$75,000 PLATINUM SPONSOR

- Two VIP tables of eight + **Golden VIP Access Pass**
 - Logo recognition in all electronic media platforms, print, and BWB web-page
 - Red carpet interview by well-known influencer
 - Full-page ad - premium position in the souvenir program
 - Two Equal Opportunity Day tables of eight
 - Acknowledgment during the 39th Annual Black & White Ball program
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
 - Other opportunities negotiable
- Deductible amount \$71,000**

\$50,000 GOLD SPONSOR

- Two VIP tables of eight + **Golden VIP Access Pass**
 - Logo recognition in all electronic media platforms, print, and BWB web-page
 - Red carpet interview by well-known influencer
 - Full-page ad - premium position in souvenir program
 - Two Equal Opportunity Day tables of eight
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$46,000**

\$30,000 SILVER SPONSOR

- One table of eight + **Golden VIP Access Pass**
 - Logo recognition in the souvenir program and BWB web-page
 - Red carpet interview by well-known influencer
 - Half-page ad in the souvenir program
 - Two Equal Opportunity Day tables of eight
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$26,000**

\$25,000 BRONZE SPONSOR

- One table of eight
 - Logo recognition in the souvenir program and BWB web-page
 - Red carpet interview by well-known influencer
 - Half-page ad
 - Equal Opportunity Day table of eight
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$23,400**

\$15,000 MILESTONE SPONSOR

- One table of eight
 - Quarter-page Ad in the souvenir program
 - Red carpet interview by well-known influencer
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$13,400**

\$10,000 FUTURE LEADERS' SPONSOR

- One table of eight
 - Logo recognition in the souvenir program and BWB web-page
 - Recognition in the Greater Milwaukee Urban League's Annual Report
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$8,400**

\$5,000 ENTREPRENEUR SPONSOR

- One table of eight
 - Logo recognition in souvenir program and BWB webpage
 - Corporate logo in the Milwaukee Business Journal Thank You Ad
- Deductible amount \$3,400**

\$250 INDIVIDUAL IN-PERSON TICKET

- One guest ticket to attend in-person ticket
- Deductible amount \$100**

\$1,500 AD

- Two guest tickets
 - Full-Page Ad
- Deductible amount \$100**

\$1,000

- Full-page Ad

FOR SPECIAL SPONSORSHIP OPPORTUNITIES

Email fperrysmith@gmul.org for more details!

**What's NEW - Golden VIP Access Pass
BAIRD Rooftop!**



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SPONSORSHIP RESERVATION FORM
SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 4, 2024

- \$100,000 Presenting Sponsor
- \$75,000 Platinum Sponsor
- \$50,000 Gold Sponsor
- \$30,000 Silver Sponsor
- \$25,000 Bronze Sponsor
- \$15,000 Milestone Sponsor
- \$10,000 Future Leader Sponsor
- \$5,000 Entrepreneur Sponsor
- \$250 Individual In-Person Ticket
- \$1,500 Ad + 2 Seats
- \$1,000 Ad
- \$_____ I am unable to attend,
please accept my donation.

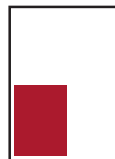
Ad sizes for souvenir program:



FULL PAGE
6"W X 9"H



HALF PAGE
6"W X3"H



QUARTER PAGE
3"W X3"H

CONTACT PERSON _____ TITLE _____

ORGANIZATION NAME _____

ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

CHECK ENCLOSED Make payable to: The Greater Milwaukee Urban League

PLEASE INVOICE FOR THE AMOUNT DUE

CREDIT CARD VISA MASTERCARD DISCOVER AMERICAN EXPRESS

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

PLEASE INVOICE US FOR THE AMOUNT DUE: \$ _____

Please mail check to:
GREATER MILWAUKEE URBAN LEAGUE
BLACK AND WHITE BALL
435 West North Avenue | Milwaukee, WI 53212

**Please email completed registration form
and high-resolution PDF of your ad to
fperrysmith@tmul.org.**

For more non-sponsorship information, contact:
Florida Perry-Smith at 414.975.8200 or
fperrysmith@tmul.org.

AD DEADLINE: FRIDAY, OCTOBER 13, 2024
Digital Event Program Book: 6" x 9"

Contributions are tax-deductible to the extent allowed by law.



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GUEST LIST

GUEST LIST SUBMISSION DEADLINE: MONDAY, OCTOBER 7, 2024

1. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

2. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

3. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

4. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

5. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

6. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

7. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES

8. _____
NAME CELL PHONE NUMBER EMAIL ADDRESS

ADDRESS STATE ZIP CODE FOOD ALLERGIES