



35TH ANNUAL

**BLACK
AND
WHITE**

Ball

Saturday, June 6, 2020

WISCONSIN CENTER DISTRICT

400 West Wisconsin Avenue | Milwaukee, Wisconsin 53203

PRESENTING SPONSOR



SPONSORSHIP AND MARKETING OPPORTUNITIES

35TH ANNUAL

**BLACK
AND
WHITE**

Ball

Saturday, June 6, 2020



**Milwaukee
Urban League**

**35TH ANNUAL
BLACK AND WHITE BALL**

For more than 100 years, Milwaukee Urban League has provided opportunity and hope to Milwaukee's African-American community. We've done this with your support and partnership, particularly when you participate as a sponsor of our largest fundraiser of the year, the Black and White Ball.

This popular, must-attend Milwaukee event typically sells out each year. We fill the Wisconsin Center with a diverse who's who of Milwaukee's business, nonprofit and social community – all of whom are dedicated to providing opportunities to everyone in Milwaukee.

Be part of our efforts to empower communities and change lives. Join us as a sponsor of the 2020 Black and White Ball and show your commitment to equity and equality.

PRESENTING SPONSOR



Dr. Eve M. Hall
President and CEO
Milwaukee Urban League

CO-CHAIRS

35th Annual Black and White Ball



Catherine Jacobson
President and CEO
Froedtert Health, Inc.



Dr. Joan M. Prince
Vice Chancellor
University of Wisconsin-Milwaukee
Froedtert Health Board of Directors

WHEN

Saturday, June 6, 2020

5:30 p.m. Champagne Reception and Silent Auction

7:30 p.m. Program and Dinner

9:00 p.m. Entertainment

10:45 p.m. Post Ball Party

WHERE

Wisconsin Center District
400 West Wisconsin Avenue
Milwaukee, Wisconsin 53203

LIVE ENTERTAINMENT AND DANCING

ATTIRE: BLACK-TIE

FOR MORE INFORMATION CONTACT:

Tangela Wilson at 414.374.5343

or email to twilson@tmul.org

TMUL.ORG



\$100,000 PRESENTING SPONSOR

- Three tables of ten in the exclusive seating area
- Photo opportunity with featured performer following the show
- Congratulatory full-page ad on the back cover of the Ball's program book
- Name and logo recognition on signature marketing materials
- Two tables of ten at the Equal Opportunity Day Luncheon
- Prominent signage at the Ball
- Recognition in the Milwaukee Urban League's Annual Report
- Name and logo in Business Journal thank you ad
- On stage check presentation and remarks
- Exclusive Sponsor Recognition on the Ball's invitation

\$75,000 PLATINUM SPONSORS

- Two tables of ten in the premier seating area
- Photo opportunity with featured performer following the show
- Congratulatory full-page ad on the inside cover of the Ball's program book*
- Name and logo recognition on signature marketing materials
- One table of ten at the Equal Opportunity Day Luncheon
- Name and logo in the Ball's program book
- Prominent signage at the Ball
- Recognition in the Milwaukee Urban League's Annual Report
- Name and logo in Business Journal thank you ad
- On stage check presentation and remarks

* Inside program cover ad placement—first-come, first-serve basis

\$50,000 GOLD SPONSORS

- One table of ten in the VIP seating area
- Name and logo recognition on marketing materials
- Congratulatory half-page ad in the Ball's program book
- Name and logo recognition on signature marketing materials
- One table of ten at the Equal Opportunity Day Luncheon
- Signage at the Ball
- Recognition in the Milwaukee Urban League's Annual Report
- Name and logo in Business Journal thank you ad
- On stage check presentation and remarks

\$25,000 SILVER SPONSORS

- One table of ten in the priority seating area
- Name and logo recognition on marketing materials
- Congratulatory quarter-page in the Ball's program book
- Name and logo in the Ball's program book
- Signage at the Ball
- Recognition in the Milwaukee Urban League's Annual Report
- Name and logo in Business Journal thank you ad

\$10,000 MILESTONE SPONSORS

- One table of ten in the select seating area
- Name and logo in the Ball's program book
- Signage at the Ball
- Listing in the Milwaukee Urban League's Annual Report

\$5,000 FUTURE LEADERS SPONSORS

- One table of ten in the select seating area
- Name and logo in the Ball's program book

Tables and Tickets**\$3,500 TABLE FOR 10**

- One table of ten in general seating area

\$250 INDIVIDUAL TICKETS

- Seating in the general seating area
- Couples will be seated together—MUL will assign single seats (group seating is not guaranteed)

Ball

Saturday, June 6, 2020

Milwaukee
Urban League

SPONSORSHIP RESERVATION FORM

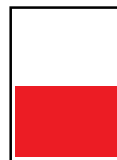
SPONSORSHIP DEADLINE: APRIL 26, 2020

- \$100,000 Presenting Sponsor
- \$75,000 Platinum Sponsor
- \$50,000 Gold Sponsor
- \$25,000 Silver Sponsor
- \$10,000 Milestone Sponsor
- \$5,000 Future Leaders Sponsor
- \$3,500 Table for 10
- \$250 Individual Tickets
- \$_____ I am unable to attend,
please accept my donation.

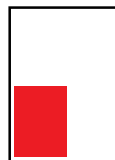
Ad sizes for souvenir program:



FULL PAGE
7.25"W X 11.25"H
with bleed
7"W x 11"H
without bleed



HALF PAGE
7.25"W X 5.75"H
with bleed
6.5"W x 5.5"H
without bleed



QUARTER PAGE
3.25"W X 5.75"H
without bleed

CONTACT PERSON _____

TITLE _____

ORGANIZATION NAME _____

ADDRESS _____

SUITE _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

E-MAIL _____

- CHECK ENCLOSED** Make payable to : The 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 fax, mail or email completed form; mail check; and email high-resolution, press-quality PDF of your ad to the following address:

THE MILWAUKEE URBAN LEAGUE
BLACK AND WHITE BALL

435 West North Avenue
Milwaukee, Wisconsin 53212
414.562.8620 Fax
twilson@tmul.org

For more information contact: **Tangela Wilson**
at **414.374.5343** or email to **twilson@tmul.org**.

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

AD DEADLINE: APRIL 26, 2020

Book full bleed size is 7.25" x 11.25"

Non-bleed size is 7" x 11"

Color: Full four-color process

Format: Acrobat PDF (press-quality)

Click here to register
MULBWB2020.GIVESMART.COM

**JOIN THE CADRE
OF COMPANIES AND
INDUSTRY LEADERS
PARTNERING WITH
US IN THIS EVENT.**

**CONFIRM YOUR
OPPORTUNITY TODAY!**



**Milwaukee
Urban League**

The Milwaukee Urban League

435 West North Avenue

Milwaukee, Wisconsin 53212

T 414.374.5343

F 414.562.8620

twilson@tmul.org

TMUL.ORG



A United Way Funded Agency -
Affiliate of the National Urban League