

# RISING

Breakfast Co-Chairs **VALERIE DIFEBO**, CEO, *Deutsch Inc.*; **TIG GILLIAM**, CEO, *Adecco Group North America*;  
Founding Chair **KENNETH THEOBALDS**, Vice President, *Governmental Affairs, Entergy Nuclear*;  
**MICHAEL ROBINSON**, Chairman; **ARVA R. RICE**, President and CEO; **DWIGHT C. JOHNSON**, Chair, *COD Steering Committee*  
and the **BOARD OF DIRECTORS OF THE NEW YORK URBAN LEAGUE**

cordially invite you to attend

THE NEW YORK URBAN LEAGUE  
9TH ANNUAL  
**CHAMPIONS OF DIVERSITY**  
AWARDS BREAKFAST

## HONORING:

KRAFT FOODS INC | McDONALD'S CORPORATION | NIELSEN | TIME WARNER CABLE, INC.

**WEDNESDAY, FEBRUARY 8, 2012**

**RECEPTION:** 7:30 a.m. **BREAKFAST & PROGRAM:** 8:00 a.m.

**THE FOUR SEASONS RESTAURANT** 99 East 52nd Street (*between Park and Lexington Avenues*)

### HONORARY PATRONS:

Hon. David N. Dinkins  
and Joyce Dinkins

### HONORARY CHAIR:

Nina Mitchell Wells

### MISTRESS OF CEREMONIES:

Darlene Rodriguez,  
*Co-Author, "Today in New York", WNBC-TV*

### ACCEPTING FOR KRAFT FOODS INC.

Deanie Elsner  
*President, Beverages*

### ACCEPTING FOR McDONALD'S CORPORATION

Mason Smoot  
*Vice President and General Manager,  
New York Metro Region*

### ACCEPTING FOR NIELSEN

Susan D. Whiting  
*Vice Chair and Chief Diversity Officer*

### ACCEPTING FOR TIME WARNER CABLE, INC.

Carol A. Hevey  
*Executive Vice President, East Region*

## SPONSORS

### CHAMPION OF DIVERSITY LEAD CHAIRS

Nielsen | Time Warner Cable, Inc.

### EQUALITY FOR ALL PEOPLE CHAIR

Kraft Foods Inc.

### CHAMPION SPONSOR

Deutsch Inc.

### SALUTE TO THE HONOREES SPONSOR

Adecco Group North America

### GLASS CEILING BREAKER SPONSORS

American Express | Enterprise Holdings, Inc.  
Interpublic Group | Johnson & Johnson  
Macy's, Inc. | The Estée Lauder Companies Inc.  
TIAA-CREF | UPS

### JUSTICE SPONSORS

Con Edison  
L'Oreal USA

### EQUALITY FOR ALL PEOPLE SEAT

New York Daily News

### SALUTE TO THE HONOREES SEATS

The New York Times Company  
Major League Baseball  
Partnership for New York City

### CHAMPION SEAT

Toyota Motor North America, Inc.

*List in formation*

### MEDIA SPONSORS

Black Enterprise | DiversityPlus | New York Amsterdam News | New York Carib News

### COD STEERING COMMITTEE

*Jason Benta, Bill Drewes, Deborah Fay, Teresa Wells*

### NYUL ADVISORY COUNCIL

*William Lewis, Chair; The Honorable David N. Dinkins; Bruce Gordon; The Honorable H. Carl McCall; Raymond McGuire; Victoria Rowell*

ADDITIONAL INFORMATION ON THE NEW YORK URBAN LEAGUE AND ITS PROGRAMS CAN BE FOUND AT: [WWW.NYUL.ORG/DIVERSITY](http://WWW.NYUL.ORG/DIVERSITY)

## BOARD OF DIRECTORS

MICHAEL ROBINSON  
*Chairman*

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*Deputy Counsels*

The Champions of Diversity Award

was inspired by the outpouring of corporate and business support for the June 2003 Supreme Court decision upholding the basic tenets of affirmative action. Shortly following the Supreme Court's decision, and recognizing the importance of this decision, the NYUL resolved to salute corporations and/or individuals that have made a strong commitment to diversity and truly embody the outstanding corporate citizenry, hiring, supplier relations, and philanthropic practices that characterize a successful and powerful organization.

# RISING

Name or Company (as it should be listed in the program)

Company

Contact Person

Address

City

State

Zip

Telephone

Ext.

Facsimile

E-mail

Enclosed is my check for \$ \_\_\_\_\_ or Please charge my contribution of \_\_\_\_\_ to:

\_\_\_\_ American Express

\_\_\_\_ Mastercard

\_\_\_\_ Visa

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CVV Number: \_\_\_\_\_ Signature: \_\_\_\_\_

Please return by **January 20, 2012**

I/We will support the 9th Annual COD Awards Breakfast at the following level:

## **\$50,000 CHAMPION OF DIVERSITY LEAD CHAIR**

• 10 Seats at Premium Table • Mention in all PR materials as "Champion of Diversity Lead Chair" • Recognition from podium at event • Option to distribute products in giveaway bags • Web presence • Logo placement on giveaway bags and on outside back or inside front cover of 2012 journal • Group photo in 2013 journal.

## **\$35,000 EQUALITY FOR ALL PEOPLE CHAIR**

• 10 Seats at Prime Table • Mention in all PR materials as "Equality for All People Chair" • Recognition from podium at event • Option to distribute products in giveaway bags • Web presence • Full-page logo with prominent placement in the 2012 journal • Group photo in 2013 journal.

## **\$20,000 CHAMPION TABLE**

• 10 Seats at Priority Table • Mention in all PR materials as "Champion Sponsor" • Option to distribute products in giveaway bags • Web presence • Full-page logo placement in the 2012 journal • Group photo in 2013 journal.

## **\$15,000 SALUTE TO THE HONOREES TABLE**

• 10 Seats at Preferred Table • Mention in all PR materials as "Salute to the Honorees Sponsor" • Option to distribute products in giveaway bags • Half-page logo placement in the 2012 journal.

## **\$10,000 GLASS CEILING BREAKER TABLE**

• 10 Seats • Listing in journal as "Glass Ceiling Breaker Sponsor."

## **\$6,000 JUSTICE TABLE**

• 10 Seats • Listing in journal as "Justice Sponsor."

## **\$2,500 EQUALITY SEAT**

• 1 VIP Seat • Listing in journal as "Equality Seat."

## **\$1,500 SALUTE TO THE HONOREES SEAT**

• 1 Preferred Seat • Listing in journal as "Salute to the Honorees Seat."

## **\$1,000 CHAMPION SEAT**

• 1 Distinguished Seat • Listing in journal as "Champion Seat."

## **\$500 JURY SEAT**

• 1 Jury Seat • Listing in journal as "Jury Seat."

## **\$350 GUEST SEAT (Limited)**

• 1 Breakfast Seat

## **JOURNAL ENTRIES**

(Company Name/Logo Only)

\_\_\_ \$1,500 Supreme Court Level (Company Name/Logo only) full page/black & white/6" h x 3" w

\_\_\_ \$1,000 Chief Justice Level (Company Name/Logo only) half-page/black and white/ 3" h x 3" w

\_\_\_ \$350 Individual Listing (For individuals only)

## **UNDERWRITER**

I/We will underwrite the following expense and will be listed in the program and all public relations materials as Underwriter of:

\_\_\_ Exclusive Underwriter of Breakfast @ \$35,000

\_\_\_ Co-Underwriter of Breakfast @ \$17,500

\_\_\_ Design and Printing of COD Invitation and Journal @ \$15,000

\_\_\_ Flowers and Décor @ \$6,000

\_\_\_ Postage @ \$5,000

(These opportunities are limited to one (1) underwriter each and include corporate logo in program journal.)

I am unable to attend, but wish to contribute \$ \_\_\_\_\_ towards the NYUL.

Total Enclosed: \$ \_\_\_\_\_

Camera-ready art must be received no later than **Friday, January 13, 2012**. PDF or EPS files preferred. E-mail file to: alyssa@ardev.biz

For questions, please call 646/245-8217.

The breakfast portion of your contribution is \$90.00, leaving the balance tax-deductible to the extent permitted by law. Please make check payable to "The New York Urban League" and mail this card and your check to c/o Artistic Resources Development, Inc., Seven Lexington Avenue, Suite 1G, New York, NY 10010-5517. You may also fax this card to 646/619-4225. For a copy of the latest financial report filed with the Attorney General's Charities Bureau you may write to us at 204 West 136th St., New York, NY 10030 or to The State of NY, Dept. of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **NAMES WILL BE AT THE DOOR.**