



# The New York Urban League Black & White Champagne Brunch: **Uniting Through a Call for Change** Saturday, September 17<sup>th</sup> 2016 at La Marina NYC



## EVENT SCOPE | HISTORY



In 2015, the New York Urban League held its **inaugural** Black & White Champagne Brunch (BWCB), which delighted both members and supporters while also honoring educational leaders. This year, due to popular demand we are hosting the 2<sup>nd</sup> Annual BWCB on **Saturday, September 17<sup>th</sup>, 2016 from 11:00am-2:00pm at La Marina NYC**. Location: 348 Dyckman Street Manhattan, NY 10034.



However, in addition we have changed the theme from “Launching New Beginnings One Scholarship at A Time” to **“Uniting Through a Call for Change.”** The purpose of this change is **to be more reflective of the founding cause for the NYUL and current call for unity and significant change** in our communities and institutional systems.



Historically, the NYUL was founded in 1919 **by an inter-racial group** of concerned New Yorkers **in response to the difficulties** faced by African Americans while relocating during the great migration. Today, **we serve all** through our mission of **“Enabling African Americans and other underserved ethnic communities in securing first class education, economic self-reliance, and equal respect of personal civil rights primarily through direct services.”** Directly translating to over 95-years of programs, service, and advocacy by the NYUL.

This brunch is now a dedicated space **to celebrate the little wins along the way** as each person, organization, and entity continues **to rebuild and unite the divided avenues of our society**. Thus, we **created two new awards** honoring the emerging civic leaders and individuals organizing against our country’s recent atrocities and racial strife with measurable success. **The NYUL Social Justice Award and Rising Star in Civic Leadership Award.**



In addition to these new awards we expect to incorporate previous BWCB favorites; musical features and special performances, VIP Reception with hand crafted cigars, silent auctions and open contributions to the NYUL **Whitney M. Young, Jr. Scholarship Fund.**

We hope to see you at this convening event as **we plan to celebrate, honor, and “Toast” all answering the call for unity and significant change in our hearts, our communities, and institutional systems.** The following pages detail the award criteria, sponsorship opportunities and other helpful details of the upcoming **Black & White Champagne Brunch: Uniting Through a Call for Change.**



We thank you in advance for your support if any questions, concerns, or ideas arise please feel free to contact **Stefanie A. Smith, Development Manager** at **212-926-8000 ext.126** or **[ssmith@nyul.org](mailto:ssmith@nyul.org)**.





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**AWARD | CRITERIA**

**The Social Justice Award**

We recognize and value the power of media platforms in our image driven world. This award was created to recognize, honor, and promote an outstanding entertainer in the world of music, film, or arts who leverages their public platform to bring awareness and movement to civic issues that impact our society as a whole.

This person is more than a public performer but also a strategist for civil rights and social change. This award was created to honor the efforts of this special individual's commitment to carrying the torch of positive activism.

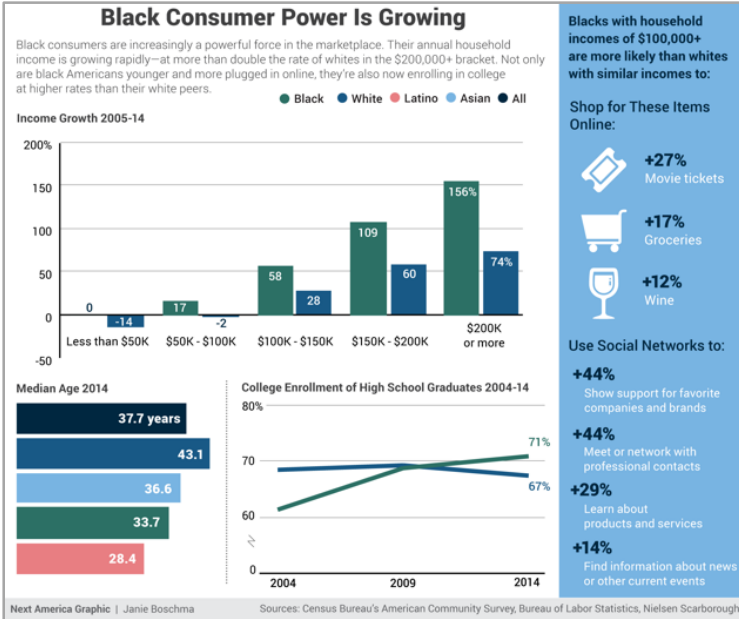
**The Rising Star in Civic Leadership Award**

This award was created to recognize, honor, and promote an outstanding community leader. This awardee is recognized for their work as an individual active in the space of civic leadership or led an organization to support a social movement, or advocated for a particular civic issue.

This person is a rising star often unrecognized for their important contributions to society. He or she quietly, tirelessly, and unselfishly demonstrates outstanding commitment to public service while also greatly impacting and enhancing the quality of life for all in our community.

ATTENDEE | CONSUMER PROFILE

Our attendees come from many different walks of life, ages, and professions. Below are a few current facts and figures proving why spending your advertising or corporate responsibility dollars with NYUL is a smart move to ensure a return on investment. This is who you can **expect** to view your company's name or brand.



- Black buying power is projected to reach \$1.2 trillion this year and \$1.4 trillion by 2020 up from \$320 billion in 1990.
- The U.S. Hispanic market will hit \$1.3 trillion in 2015, and in 2020 \$1.7 trillion.
- The Asian market will be \$825 billion in 2015 and grow to \$1.1 trillion in 2020



- **Diverse Social Economic Statuses**-Educated & savvy Traditionalists, Millennials, Baby Boomers, Generational X, Heads of Households, Single, Married, and/or Divorced.
- **Affluent Professionals**-Civil Leaders, Teachers, Non-profit Leaders, Corporate Social Responsibility Leaders, Business Leaders, Government and Political Advocates.
- **Affinity Groups i.e.**- Business, Law, Policy, HBCU, Ivy League, NYULYP, Greek Sororities/Fraternities, Professional, and Trade Associations including individual membership based organizations that serve the Black, White, Asian American, Hispanic, and Multicultural populations.
- **Affluent buyers** with disposable income i.e. major opportunities for eyeballs and sales in the short term and brand loyalty long term cultivation





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SPONSORSHIP | TABLES | TICKETS

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**Presenting Sponsor - \$30,000**

- Company Name part of Event Branding (i.e. [Sponsor Name] presents the NYUL 2<sup>nd</sup> Annual Black & White Champagne Brunch)
- Recognition of Contribution \$10,000 to Whitney M. Young Scholarship Fund
- 3-minute Presentation from Company CEO or 30 second product ad
- Placement of Corporate Banner and product on site or attendee swag bag (if applicable)
- Photo opportunities with Celebrity Guests
- Most prominent name and logo placement on all printed event materials and press releases
- Most prominent Sponsor name recognition in all social media, and radio promos
- Logo placement on Step and Repeat backdrop for all press photos
- Logo placement on NYUL web site and Sponsors Page
- Two VIP Tables of 10 for Champagne Brunch
- All Access to Pre-Brunch Cocktail Hour | Presenting Sponsor Listing

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**Title Sponsor - \$15,000**

- Recognition of Contribution \$5,000 to Whitney M. Young Scholarship Fund
- 1-minute Presentation from Company CEO or 15 second product ad
- Placement of Corporate Banner/product on site or attendee swag bag (if applicable)
- Photo opportunities with Celebrity Guests
- Prominent name and logo placement on all printed event materials and press releases
- Prominent name and logo placement in event program and social media
- Logo placement on Step and Repeat backdrop for all press photos
- Logo placement on NYUL web site and Sponsors Page
- One VIP Table of 10 for Champagne Brunch
- All Access to Pre-Brunch Cocktail Hour | Title Sponsor Listing

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**Major Sponsor - \$10,000**

- Recognition of Contribution to Whitney M. Young Scholarship Fund
- Placement of product on site and attendee swag bag (if applicable)
- Photo opportunities with Celebrity Guests
- Prominent name and logo placement on all printed event materials
- Prominent name and logo placement in event program and social media
- One Table of 10 for Champagne Brunch
- Logo placement on Step and Repeat backdrop for all press photos

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**Visionary - \$5,000**

- Six VIP Tickets for Champagne Brunch
- Logo placement on all printed event materials
- Logo placement in event program and social media
- All Access to Pre-Brunch Cocktail Hour | Listing in event invitation

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**Ambassador - \$2,500**

- Four VIP Tickets for Champagne Brunch
- Logo placement on all printed event materials
- Logo placement in event program and social media
- All Access to Pre-Brunch Cocktail Hour | Listing in event invitation





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**SPONSORSHIP | TABLES | TICKETS RESPONSE FORM**

**We thank you for your support and welcome you, our new partner,** to the monumental launch of a new NYUL tradition. Please choose your desired level of contribution below and return this form with payment to New York Urban League, Attention: Development Manager, 204 West 136th Street, New York, NY 10030 OR FAX: (212)-483-4948. For further information, please contact Stefanie A. Smith: (212)-926-8000 or [ssmith@nyul.org](mailto:ssmith@nyul.org).

**Yes! I believe in the NYUL** and want to partner with the NYUL in uniting communities and people for the betterment humanity through social services, programs, and advocacy. \_\_\_\_\_ **Presenting Sponsor \$30,000**

Please put me down as a contributing partner as **I value the legacy of the NYUL** and understand the importance of change through united forces. \_\_\_\_\_ **Title Sponsor \$15,000**

**It is important to me and my organization** to contribute to causes that supply service and programs of change to underserved communities. Mark me down as a contributing sponsor. \_\_\_\_\_ **Major Sponsor \$10,000**

I see the vision, and want to see it come to fruition. **You can count on me to help the greater dream** of a more united tomorrow becoming reality. \_\_\_\_\_ **Visionary \$5,000**

**Unity is the best way to approach any divided goal.** I'm assisting the dream through my support and look forward to incremental change. \_\_\_\_\_ **Ambassador \$2,500**

Contact Information		
Listing		
(As it should appear in event materials)		
Name		
Title		
Company		
Address		
City	State	Zip
Phone		
Email		

Payment Options		
Enclosed is my payment of \$_____		
Please make checks payable to <i>New York Urban League</i> .		
Please charge my credit card a total of \$_____		
<input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Discover		
Card #		
Exp. Date	Sec. Code	
Name (As it appears on card)		
Billing Address (If different)		
City	State	Zip
Signature		
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