
53RD ANNUAL FREDERICK DOUGLASS DINNER

Tuesday, May 15, 2018 – Pier 60, New York City

HONOREES:

FREDERICK DOUGLASS MEDALLION

Leadership and Service

Kyle Hagler

President, NEXT Management

Corporate Citizenry

To Be Announced

ANN S. KHEEL AWARD

Valeisha Butterfield Jones

*Global Head of Women & Black
Community Engagement, Google*

ICON AWARD

Dapper Dan

Fashion Innovator

“It is not light
that we need,
but fire; it is
not the gentle
shower, but
thunder.
We need the
storm, the
whirlwind, and
the earth
quake.”

**FREDERICK
DOUGLASS**

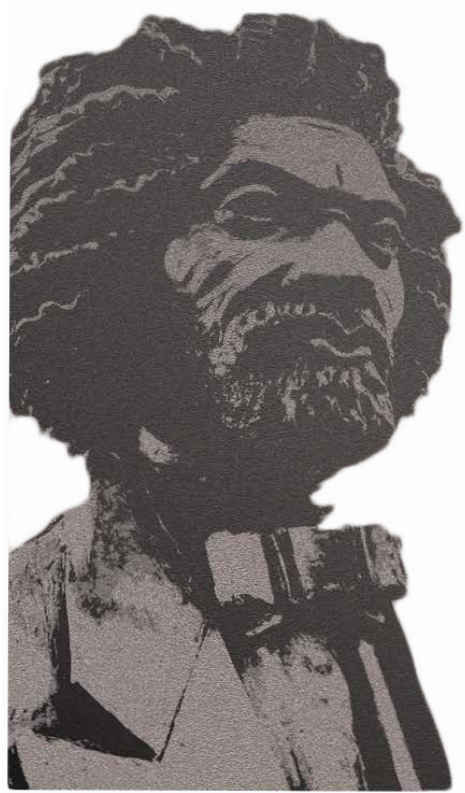
Initiated in 1965, the Frederick Douglass Awards Dinner acknowledges and honors leaders in the private and public sectors whose contributions to society serve to eliminate racial barriers and promote opportunities for the disadvantaged.

For more than five decades, **the New York Urban League (NYUL) has hosted our annual Frederick Douglass Awards Dinner gala** as a vehicle to proudly and boldly pay homage to individuals and organizations that courageously reflect the mission of our organization. This signature event pays homage to the event’s namesake while celebrating modern-day heroes who exemplify that same commitment to equality for all.

Sponsorship of the Frederick Douglass Awards Dinner positions corporations for maximum visibility to affluent professionals with a broad range of professional and personal interests.

Our annual event is attended by approximately 400 individuals representing corporate and nonprofit organizations from the New York tri-state area. Some of our sponsors include: UPS, Infor, Geico, JP Morgan Chase, Macy’s, Proskauer, Omnicom, Moët Hennessey, Interpublic Group, BET and Deloitte.

The mission of the New York Urban League (NYUL) is to enable African Americans and other underserved ethnic communities to secure a first class education, economic self-reliance, and equal respect of their civil rights through programs, services, and advocacy in our highly diversified city.





THERE ARE A NUMBER OF WAYS TO HIGHLIGHT YOUR SUPPORT OF THE EVENT.

These include:

Sponsor spotlights (video and print)

Listing in all print and electronic materials

Social Media

Onsite branding and naming rights

Acknowledgement from the stage by NYUL CEO

Remarks by company representative during champagne toast

We are happy to develop a sponsorship opportunity that reflects your organization's goals. Our marketing efforts for this event include outreach to our existing mailing list via print and electronic communications highlighting the various aspects of the event including our sponsors.

At the event, honorees are recognized with the Frederick Douglass Medallion and the Ann S. Kheel Award for Community Leadership. The **Frederick Douglass Medallion** is bestowed upon an individual and organization that embody the character of its namesake. The **Ann S. Kheel Award for Community Leadership** is given to an individual whose philanthropic efforts elevate marginalized communities, particularly African Americans in New York City.

For more than 90 years, our organization has championed access to equal opportunity in employment and education. Through education programs, employment and career services, technology and learning centers, we offer mission-critical outlets to underserved communities.



Previous honorees include: Ray McGuire, Global Head of Corporate and Investment Banking, Citi (2008); Zane Tankel, Chief Executive Officer, Apple-Metro (2012); Scott Mills, Chief Administrative Officer, BET; The Honorable David Dinkins (2011); UPS (2013); CVS (2014); Amalgamated Bank (2016); Sherry Bronfman, Philanthropist and Art Activist (2016); Tracy Reese, CEO of T.R. Designs, Inc. (2017); and Erica Payne, President, Patriotic Millionaires (2017).

The Frederick Douglass Awards Dinner is one of our most important fundraisers, raising more than \$550,000 annually. Proceeds enable the NYUL to positively impact the lives of more than 35,000 under-resourced New Yorkers each year. Contributions ensure the continued growth of our high-impact programs, enable us to realize our future objectives, support daily operations, and bolster our flexibility to react quickly to emerging issues.

To discuss sponsorship of the 53rd Annual Frederick Douglass Awards Dinner, please contact Sidney Jackson at 212-926-8000 or jacksons@nyul.org.

We look forward to having you join us at one of New York City's largest and most impactful annual civil rights celebrations.



53RD ANNUAL FREDERICK DOUGLASS DINNER

TUESDAY · MAY 15, 2018 · 6:30PM · PIER SIXTY

RESPONSE FORM • TABLES/TICKETS

- _____ **\$100,000 UNDERWRITER**
 Two (2) premier tables of 10 guests each; Underwriter placement in printed materials; Premier recognition with link to own website from the NYUL website; Special recognition from the podium during the event; Outside back cover ad in event journal; Branding opportunities at Gala and Awards Dinner After Party; Admission to the Awards Dinner After Party
- _____ **\$50,000 TRIBUTE**
 Two (2) premier tables of 10 guests each; Tribute listing in printed materials and on NYUL website; Recognition from the podium during the event; Premium full-page ad in event journal; Branding opportunities at Gala and Awards Dinner After Party; Admission to the Awards Dinner After Party
- _____ **\$35,000 ACTIVIST**
 One (1) prominent table of 10 guests; Activist listing in printed materials; Prominent full-page ad in event journal; Branding opportunities at Awards Dinner After Party; Admission to the Awards Dinner After Party
- _____ **\$27,500 ABOLITIONIST**
 One (1) prominent table of 10 guests; Abolitionist listing in printed materials; Prominent full-page ad in event journal; Admission to the Awards Dinner After Party
- _____ **\$17,500 ORATOR**
 One (1) choice table of 10 guests; Orator listing in printed materials; Full-page ad in event journal; Admission to the Awards Dinner After Party
- _____ **\$12,500 STATESMAN**
 One (1) distinguished table of 10 guests; Statesman listing in printed materials; Half -page ad in event journal; Admission to the Awards Dinner After Party
- _____ **\$1,000 STATESMAN TICKET(S)**
 One (1) distinguished dinner seat; Honor Roll listing in printed materials; Admission to the Awards Dinner After Party
- _____ **\$500 CHAMPION TICKET(S)**
 One (1) dinner seat; Admission to the Awards Dinner After Party
- _____ **\$150 AWARDS DINNER AFTER PARTY TICKET(S)**
 Admission for one (1) to the Awards Dinner After Party
- _____ **CONTRIBUTION**
 I/we cannot attend, but wish to make a fully tax-deductible contribution of \$_____.

JOURNAL ADVERTISING

- _____ **\$5,000 INSIDE FRONT / INSIDE BACK COVER**
- _____ **\$2,000 FULL PAGE (4" X 7.75" PORTRAIT)**
- _____ **\$1,000 HALF PAGE (4" X 3.75" LANDSCAPE)**

Ad deadline: **April 18, 2018**

All ads will be printed in black and white. Send camera-ready ad as a high-resolution (300 dpi) PDF, EPS or JPG file, with all fonts and images embedded. Ads may be sent electronically to: nyul@thewakemanager.com.

<p>LISTING: _____ <i>(As it should appear in event materials)</i></p> <p>NAME: _____</p> <p>TITLE: _____</p> <p>COMPANY: _____</p> <p>ADDRESS: _____</p> <p>CITY/STATE/ZIP: _____</p> <p>PHONE/FAX: _____</p> <p>EMAIL: _____</p>	<p>ENCLOSED IS MY PAYMENT OF: \$ _____</p> <p>Please make checks payable to NEW YORK URBAN LEAGUE.</p> <p>PLEASE CHARGE MY CONTRIBUTION TO:</p> <p><input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD</p> <p>CARD # _____</p> <p>EXP. DATE: _____ SECURITY CODE: _____</p> <p>NAME (as it appears on card): _____</p> <p>SIGNATURE: _____</p> <p style="text-align: center; font-size: small;"> <i>Contributions and journal ads are fully tax-deductible to the extent provided by law. The non tax-deductible portion of each ticket/table is \$200/\$2000. Visit www.nyul.org to make a payment online.</i> </p>
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Check here to request an invoice _____.

Complete this form and send with your payment to:

53rd Annual Frederick Douglass Awards Dinner Office, 445 Hamilton Avenue #1102, White Plains, NY 10601 OR FAX: (212) 500-5953

For further information, please contact NYUL Events Office: (212) 500-5953 x707 or nyul@thewakemanager.com