



LOS ANGELES
URBAN LEAGUE

100

ANNIVERSARY
1921 - 2021

For 100 years, the Los Angeles Urban League has served as a vocal advocate for African Americans and other minorities by making sure our communities have access to careers with living wages, opportunities to start and grow successful businesses, and pathways to personal and professional growth. As we approach our Centennial year, we prepare to carry on the important work that past generations started and continue to build bridges between people of color and the opportunities to better their lives.

CENTENNIAL FUNDRAISING CAMPAIGN

YOUR SUPPORT HELPS US:



Empower students to dream big and start their own businesses.

Our Biz Camp is a summer program that invites students ages 13-18 to take a critical look at the needs of their community and take action by developing an original business concept. Each summer 50 teens learn what it takes to turn their ideas into a viable business with lessons in retailing, e-commerce, and business plan creation.



Provide education for entrepreneurs looking to grow their business.

Our Entrepreneurship Center has teamed-up with OmniWorks to provide educational workshops for small businesses throughout Los Angeles. We provide training in accounting, marketing, strategy, pricing and more. We have also created an 18 month incubator that helps established businesses accelerate their growth through education, technical assistance, and access to capital.



Give job-seekers the skills necessary to start new careers.

Our workforce development programs, Construction Career Academy and Backstage Careers provide employment pipelines of diverse, qualified talent to companies throughout Los Angeles. In addition to hard skills training, clients receive soft skills education in time and money management, dressing for success and role playing for job interviews.



Strengthen the voice of equal opportunity in our communities.

Since 1921, Los Angeles Urban League has fought for African American and other minorities while serving as an unwavering voice for our underserved and underutilized communities. Whether the protest be in the streets, at City Hall or in corporate boardrooms, we stand strong with our communities and stand ready to fight in our movement of racial justice and economic equality.

We look forward to partnering with you as we plan for our next 100 years!

Please contact Kelly Redmond, Development Officer, at kelly.redmond@laurg.org or 323.299.9660 Ext. 2409 to learn more about investment, partnership and sponsorship opportunities for the Los Angeles Urban League Centennial Celebration & Campaign.



CENTENNIAL FUNDRAISING CAMPAIGN

As a year-long celebration of events, activities and media support, the Centennial is an opportunity to celebrate with the community, friends and supporters of the Los Angeles Urban League, our collective accomplishments and milestones over the last 100 years. If there is one thing that 2020 has taught us, it is that tomorrow isn't promised and we must take the time to celebrate and connect, knowing that there is still much work to be done.

Your investment in the League's Centennial campaign is a tangible way to partner with us to support communities striving for justice and equity today and for the next 100 years. Because we know that our communities are stronger and more viable when *all* people are afforded the opportunity to realize their goals of economic development and sustainability.

Invest in Los Angeles and help us empower our underutilized communities with jobs, training and small business resources.

MARQUEE EVENTS

Centennial Celebrity Golf Tournament - This golf tournament - with social distancing in mind - is an invitation-only fundraising event with an opportunity to invite media to heighten awareness of the Centennial.

Centennial Night Under the Stars - An intimate, invitation-only cocktail funding event. These events will take place outdoors in an intimate, social distancing atmosphere with live entertainment and surprise celebrity guest appearances, where attendees will bring their wine and picnic baskets (think "Diner En Blanc," or Hollywood Bowl and PB Jazz).

Centennial Gala - This is an outdoor "Evening under the Stars" invitation-only fundraising gala, featuring honorees and special guests.

SUPPORTING EVENTS

Los Angeles Urban League Speaker Series - A sponsored series of (virtual) events that includes influential guest speakers who will discuss key community issues.

"Surprise and Delight" Events - Sponsored events with invited media to safely spread positivity and goodwill around the community (i.e., coffee and donuts to essential workers during the Pandemic, thank you lunch deliveries to teachers, support Black-owned businesses day with LAUL swag for supporters, etc.). Events will also incorporate a key stakeholder in the community or public official, to help heighten awareness around LAUL's public policy actions.

Corporate Fundraising Challenges - These public-facing events will be sponsored by leading companies to raise awareness of LAUL's challenge to build a fully accessible economy, including 100% employment over the next 100 years.

"Dates and timing of all in-person events are tentative and subject to change due to COVID-19."

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SPONSORSHIP PACKAGES

PRESENTING CENTENNIAL \$100,000

- Customized Centennial benefit package that includes signature sponsorship at two marquee events and two virtual events
- “Presented by” acknowledgement in all print and digital promotional materials at one marquee event
- VIP seating for 10 guests at the gala
- All benefits of Chairman’s Legacy, plus:
- Custom 2-minute video with branded messaging shown and/or speaking opportunity during two marquee program events
- VIP access for 15 people at all Centennial virtual events

CHAIRMAN’S LEGACY \$75,000

- Customized Centennial benefit package that includes signature sponsorship at one marquee event and one virtual event
- Custom 1-minute video with branded messaging shown and/or speaking opportunity during one marquee program event and one virtual event
- All benefits of President’s Circle, plus:
- VIP access for 10 guests at Centennial virtual events
- Logo on Step and Repeat/Press Wall
- Opportunity for branding activation on site
- Prominent two-page spread in souvenir program booklet

PRESIDENT’S CIRCLE \$50,000

- Customized Centennial benefit package that includes signature sponsorship at one virtual event
- 10 VIP/Premiere access seating at the gala
- Custom 1-minute video with branded messaging shown and/or speaking opportunity during one virtual event
- All benefits of Justice Advocate, plus:
- VIP access for 10 people to all Centennial virtual events
- Prominent full-page ad in souvenir program booklet

JUSTICE ADVOCATE \$25,000

- Recognition at all Centennial events
- Investment into the Los Angeles Urban League COVID/ Emergency Zero Interest/No Fee Loan Fund
- All benefits of Community Partner, plus:
- VIP access for 5 people to all Centennial virtual events
- Special acknowledgement during the Gala program
- Preferred seating at live and preferred access at virtual events for 10 guests
- Full-page ad in souvenir program booklet

COMMUNITY PARTNER \$10,000

- VIP access for 5 people at all Centennial virtual events
- Seating for 10 guests at the gala
- Recognition in all print and digital promotional materials
- Name in souvenir program booklet
- Logo visibility on LAUL website

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