



Ride the Wave

2022 RED GALA



PRESENTED BY **Hotwire**
COMMUNICATIONS



What is the Red Gala?

The Red Gala is the Urban League of Broward County's signature fundraising event. Through the Gala, the Urban League honors local leaders who embody the agency's mission while raising funds to tackle the root causes of poverty for underserved communities throughout Broward County. By supporting the Gala, you help address the unmet needs of over 14,000 children and adults each year.

Your support is incredibly effective.

The success of the Red Gala would not be possible without the generosity of businesses with a strong connection to our community.

Event Details

Saturday, September 17, 2022

7:00 PM - 11:00 PM

Location: Diplomat Resort & Spa | Hollywood, FL

Event Features

Awards Program | Live Entertainment | Dinner | Silent Auction

The Gala is an exciting opportunity for business, community, and civic leaders to come together, celebrate recent accomplishments, network, and have fun! The Ride the Wave Red Gala will be a celebration of resilience, perseverance, and momentum in our community.

Purpose 100% Charity. All funds raised support over 13,000 families through community-based, transformative solutions in the areas of education, jobs, housing, health and small business.

Audience More than 500 business luminaries, community leaders and philanthropists

Exposure Over 100,000 media impressions via print, digital and social media



URBAN LEAGUE OF BROWARD COUNTY

2022 RED GALA



Images by BizBash



We invite you to become a 2022 Red Gala Sponsor for this fun-filled and unforgettable night. This is the perfect opportunity for you to place your brand in front of business and community leaders.

The Red Gala salutes the outstanding work and commitment of leaders and achievers in our community. As the Sponsor, you will join an esteemed circle of individuals who have offered their time, talent and treasure toward our signature event.

High Tide Presenting Sponsor - \$75,000

- Presenting sponsorship recognition in all event-related advertising and promotion
- Two (2) tables of ten with premier seating for twenty (20) guests
- Twelve (12) tickets to the VIP reception
- Two-minute promo video or commercial played during the award ceremony
- Gobo (Company logo projected through lighting) at the event
- Digital ad placement in electronic Red Gala journal
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala
- Listing in the ULBC Annual Report
- Remarks at VIP Reception
- Corporate gift bag sponsorship
- Remarks on stage at the main event
- Photo opportunity with special guests

Seaside VIP Reception Sponsor - \$30,000

- Two (2) tables of ten with premier seating for twenty (20) guests
- Ten (10) Tickets to VIP Reception
- Gobo (Company logo projected through lighting) at the event
- Prominent placement of company name or logo on event materials including signage, invitations, video screens at the event
- Corporate gift bag sponsorship
- Digital ad placement in electronic Red Gala journal
- Recognition in all event advertising and press releases, both pre- and post-event
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org
- Listing in the ULBC Annual Report



Sirens of the Sea Entertainment Sponsor - \$25,000

- Two (2) tables of ten with premier seating for twenty (20) guests
- Eight (8) Tickets to VIP Reception
- Prominent placement of company name or logo on event materials including signage, invitations, video screens at the event
- Corporate gift bag sponsorship
- Digital ad placement in electronic Red Gala journal
- Recognition in event advertising, press releases and post-event communications
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala
- Listing in the ULBC Annual Report

Sunset General Reception Sponsor - \$20,000

- Two tables of ten with premier seating for twenty (20) guests
- Six (6) Tickets to VIP Reception
- Gobo (Company logo projected through lighting) the event
- Prominent placement of your name or logo on event materials including signage, invitations, video screens at the event
- Logo placement on Silent Auction mobile website
- Digital ad placement in electronic Red Gala journal
- Recognition in event advertising, press releases, and post-event communications
- Corporate name, banner ad, and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala
- Recognition in post-event communications
- Listing in the ULBC Annual Report

Starfish Honoree Sponsor (3)- Tripp Scott Diversity Champion Award, Margaret Roach Humanitarian Award and I am Empowered Award - \$15,000

- One table of ten with premier seating for ten (10) guests
- Four (4) Tickets to VIP Reception
- Present award during Awards Dinner
- Recognition on honoree video (if applicable)
- Prominent placement of company name or logo on event materials including signage, invitations, video screens at the event
- Digital ad placement in electronic Red Gala journal
- Recognition in event advertising, press releases and post-event communications
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala
- Listing in the ULBC Annual Report



Beach House Sponsor - \$10,000

- One reserved table for ten (10) guests
- Two (2) Tickets to VIP Reception
- Prominent placement of company name or logo on event materials including signage, invitations, video screens at the event
- Digital ad placement in electronic Red Gala journal
- Recognition in all event advertising and press releases
- Recognition in post-event communications
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala
- Listing in the ULBC Annual Report

Jellyfish Sponsor - \$5,000

- One reserved table for ten (10) guests
- Placement of company name or logo on event materials including signage, invitations, video screens at the event
- Digital ad placement in electronic Red Gala journal
- Recognition in post-event communications
- Corporate name, banner ad and/or logo prominently featured, with a direct link on the ULBC website: www.ulbroward.org/redgala

Under the Sea Sponsor - \$3,500

- Six (6) tickets to the event
- Placement of company name or logo on event materials including signage, invitations, video screens at the event
- Digital ad placement in electronic Red Gala journal
- Logo placement on Urban League Red Gala webpage: www.ulbroward.org/redgala

Coral Reef Sponsor - \$2,500

- Four (4) tickets to the event
- Logo placement in electronic Red Gala journal
- Logo placement on Urban League Red Gala webpage: www.ulbroward.org/redgala
- Recognition in post-event communications

Shoreline Sponsor - \$600

- Two (2) tickets to the event
- Logo placement in electronic Red Gala journal

Join Us as an Agent of Change

Your investment supports the Urban League's vast portfolio of community programs in the following core service areas:

Education

We value education as a key component of living a healthier and more prosperous life. Our education and youth development programs provide young people with the critical skills they need to excel academically, avoid at-risk behavior and become engaged members of their communities. Tutoring, college preparation, and leadership development are some of the many educational advancement tools offered.

Entrepreneurship

We are committed to building community wealth through ownership. Our Entrepreneurship Center's M3 Model (Money, Market, & Management) helps small business owners access the tools needed to grow and develop their businesses. We provide technical assistance, business management training, and lending solutions.

Jobs

We are committed to strengthening the family unit by promoting economic self-sufficiency. Through training, career-building, and job placement services, we help equip individuals with the tools needed to enter or re-enter the workforce. Our Center for Working Families offers a full range of essential economic resources for low-income residents to help them succeed in the workforce, stabilize their finances and build assets.

Justice

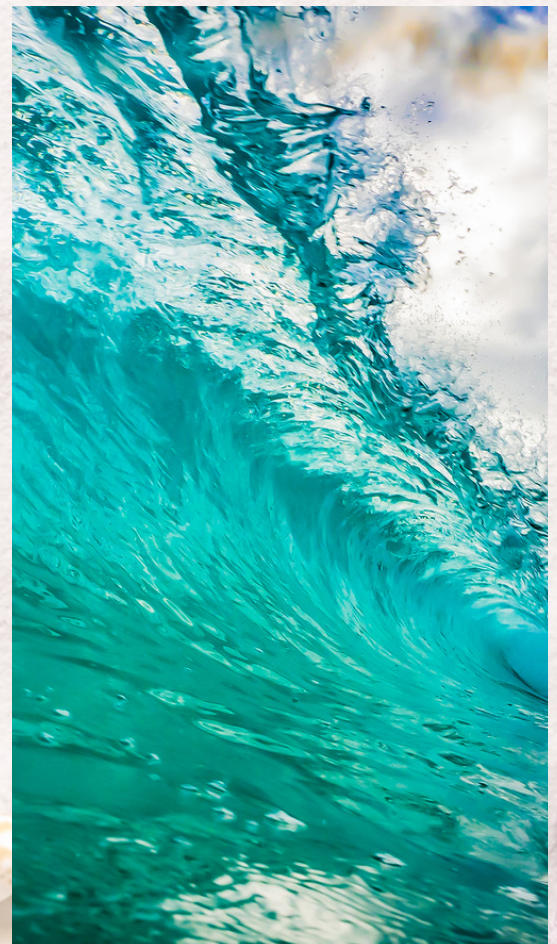
We strive to build a stronger, safer community for the children and families we serve. Through our community justice programs, our youth learn the value of social responsibility. We use a variety of methods including the restorative justice model to engage youth and community in critical conversations regarding our day-to-day interactions.

Housing

We are dedicated to building thriving communities through strong economic infrastructure. Our housing programs offer families long-term, sustainable solutions that focus on building assets through savings and homeownership. Our wealth accumulation services include financial literacy education, budgeting, credit counseling, homeownership, foreclosure prevention, and loan modification.

Health

We believe that health and wellness education is the key to optimal growth for our children and families. Our health programs are designed to ensure that preventative care advances and vital health resources reach those who need them most.



UNDERWRITING SUPPORT

All underwriting opportunities are customizable to provide your organization with your desired level of visibility throughout the night of the Gala, as well as year-round. Please contact abrown@ulbcfl.org.

- Beverage Sponsor – Beer, Wine, and Spirits
- Entertainment
- Volunteer T-Shirts
- Attendee Gifts

ADVERTISING

\$500 - Full Page Ad in the Digital Program Journal (10 W x 5.63 H)

\$250 - 1/2 Page Ad in the Digital Program Journal (5 W x 5.63 H)

\$150 - 1/4 Page Ad in the Digital Program Journal (3.625Wx 4.55H)

\$99 - Logo Placement in the Digital Program Journal

The maximum file size is 2MB. All images must be received in high-resolution JPEG, PNG, or PDF files. Please email the artwork and related inquiries to nmcdowell@ulbcfl.org. Subject line: Red Gala Ad _ Company Name

ONGOING SUPPORT

Unable to attend or support the Gala? Urban League hosts various functions throughout the year with unique sponsoring and underwriting opportunities:

- Small Business Workshops
- Youth Education & Career Readiness Events
- Employment Fairs
- Networking Events
- Civic Engagement Forums

For more information regarding opportunities to get involved and support our programs and services, contact Alica Brown at abrown@ulbcfl.org

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Urban League of
Broward County

For questions or more information, please contact:

Alica Brown, Vice President of Philanthropy & Communications at abrown@ulbcfl.org

Nina McDowell, Director of Marketing & Corporate Partnerships at nmcdowell@ulbcfl.org

The Urban League of Broward County is a qualified 501(c)(3) tax-exempt organization. All financial gifts are tax-deductible to the maximum extent allowed by law.

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