

2017 Whitney M. Young, Jr. May 6, 2017 - Westin Hotel, Uptown Charlotte SPONSORSHIP GUIDE

The Whitney M. Young, Jr. Awards Gala is one of the premiere fundraising events in the Charlotte region. This annual event honors community champions who have made a commitment to the development of diversity inclusion and philanthropy. Their efforts have made a positive impact and helped create new opportunities for underserved and underemployed individuals.



Sponsorship Levels

\$20,000

- Title sponsor listing and seating at Gala
- ULCC VIP reception invitation
- 3 VIP tables at event
- Podium/Program Participation
- Full spread ad in program (11"x8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional

\$15,000

- ULCC VIP reception invitation
- 2 VIP tables at event
- Podium/Program Participation
- Full page ad in program (5.25"x8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional materials

\$10,000

- ULCC VIP reception invitation
- 2 VIP tables at event
- Full page ad in program (5.25"x 8.5")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year
- Distribution of your company's promotional materials

2017 Whitney M. Young, Jr. GALA
MAY 6, 2017 - WESTIN HOTEL, UPTOWN CHARLOTTE

\$5,000

- ULCC VIP reception invitation
- A VIP table at event
- Half page ad in program (5.5"x4.25")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year

\$2,500

- ULCC VIP reception invitation
- A VIP table at event
- Half page color ad in program (5.5"x4.25")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year

\$1,750

- ULCC VIP reception invitation
- A VIP table at event
- Half page ad in program color (5.5"x4.25")
- Public acknowledgment / announcement of sponsorship

\$1,500

ULCC VIP reception invitation & VIP Table for 10

2017 GALA **ADVERTISING**

\$600 PRE-GALA VIP RECEPTION SPONSORSHIP

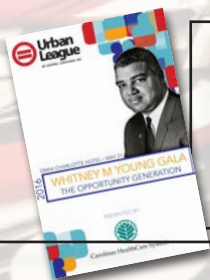
Sponsorship includes: signage in VIP reception area and the opportunity to make remarks during the reception. Sponsorship also provides intimate networking opportunities with the Whitney M. Young award recipients and with Charlotte's most prominent civic and community leaders.

\$450 YOUNG PROFESSIONAL AFTER PARTY SPONSORSHIP

Sponsorship includes: signage at Young Professional Hosted After Party with consistent recognition of sponsorship from DJ throughout the party. Sponsorship also includes sampling opportunities during this highly popular and fun-filled event directly following the Gala.

PROGRAM ADVERTISING GUIDE

This program book captures the highlights of the gala. Last year's edition is still in circulation as it is sought after souvenir.



PREMIUM	COLOR	B&W
\$700 Spread	\$375 Full Page	\$250 Full Page
\$500 Back Cover	\$250 Half Page	\$150 Half Page
\$550 Inside Front	\$150 Quarter Page	\$90 Quarter Page
\$475 Inside Back		

STEP & REPEAT VIP PACKAGE

\$4,500

- Your Logo displayed on the step and repeat at all ULCC 2017 & 2018 events.
- ULCC VIP reception & A VIP table at event
- Half page color ad in program (5.5"x4.25")
- Company branding on event materials
- Public acknowledgment / announcement of sponsorship
- Public acknowledgment on all PR materials
- Prominent signage
- Logo on website for one (1) year