

# 2021 R.E.D. GALA

## SPONSORSHIP PACKET

### CATALYST \$50,000



- (30) Premier Invites to virtual event (includes VIP R.E.D. Gala Gift Box )
- Top level digital and virtual presence (see page 2)
- Speaking opportunity during virtual event (pre-recorded remarks)
- Press release announcing sponsorship; media and calendar alert inclusion
- Multiple social media announcements
- Logo on Urban League of Essex County's website (Gala Event Page)
- High-visibility corporate logo on all print and digital gala materials
- Prominent front-page, full-color ad in journal (digital flip book)

### LEADER \$25,000



- (20) Premier Invites to virtual event (includes VIP R.E.D. Gala Gift Box)
- See expanded digital/virtual benefits on page 2
- Speaking opportunity during virtual event (pre-recorded remarks)
- Press release announcing sponsorship; media and calendar alert inclusion
- Social media announcements
- Logo on Urban League of Essex County's website (Gala Event Page)
- Corporate logo on all print and digital gala materials
- Full-page, full-color ad in journal (digital flip book)

### ADVOCATE \$10,000



- (10) Premier Invites to virtual event (includes VIP R.E.D. Gala Gift Box)
- See expanded digital/virtual benefits on page 2
- Social media announcement
- Logo on Urban League of Essex County's website (Gala Event Page)
- Corporate logo on all print and digital gala materials
- Half-page, full-color ad in journal (digital flip book)

### CHAMPION \$5,000



- (10) Premier Invites to virtual event (includes VIP R.E.D. Gala Gift Box)
- See expanded digital/virtual benefits on page 2
- Social media announcement
- Logo on Urban League of Essex County's website (Gala Event Page)
- Corporate logo on all print and digital gala materials
- Quarter-page, black-and-white ad in journal (digital flip book)

# Celebrating 104 Years of Service to Essex County

In consideration of our new normal during these challenging times, the Urban League of Essex County is proud to continue our annual Gala as a virtual experience. While we will miss the opportunity to **feel your positive energy** and enjoy each other's fellowship as we break bread, this effort to **meet the growing needs of our Essex County community** must continue. The urgency of your donation and support is critical! Your **neighbors need your generosity** to shine through one of the darkest times in our history.

Rest assured that your **branding and messaging will not be reduced**, but will, in-fact, be expanded through **event attendance and video replays** will deliver more return on your charitable investment!

	CATALYST \$50k	LEADER \$25k	ADVOCATE \$10k	CHAMPION \$5k
Exclusive sponsorship of live Chat room during the event	✓			
One 120-second ( minutes) recorded video - "Marketing" Message	✓			
One 120-second (2 minutes) recorded video - "Community Service" Message	✓	✓		
Click through to sponsor's community service website page	✓	✓		
In-event branded messaging (i.e. lower-third banners, scrolling, logo presence, etc.)	✓	✓		
Opportunity to add a premium gift to the VIP R.E.D. Gala Gift Box	✓	✓	✓	✓
Logo on the VIP R.E.D. Gala Gift Box Thank You Card insert	✓	✓	✓	✓
Special recognition from Emcee during the event with logo in view	✓	✓	✓	✓

## Reserve Your Space in the Digital Ad Journal

	CORPORATE	SMALL BUSINESS	INDIVIDUAL
FULL PAGE 8.5" x 11"	\$2000	\$750	\$300
HALF PAGE 8.5" x 5.5"	\$1000	\$375	\$150
QUARTER PAGE 4.25" x 5.5"	\$500	\$175	n/a
BUSINESS CARD SIZE	\$100	\$100	\$100