Urban League of
Essex County

110th
ANNIVERSARY

Annual R.E.D. Gala Sponsorship

still we rise

WEDNESDAY, APRIL 21, 2027

THE GROVE, CEDAR GROVE, NJ

Urban League of
Essex County

110th ANNIVERSARY GALA

still we rise

Annual R.E.D. Gala Sponsorship Opportunites

WEDNESDAY, APRIL 21, 2027

THE GROVE, CEDAR GROVE, NJ

Our Mission.

Our Moment.

To promote the economic advancement of African Americans and disadvantaged residents through programs in education, youth development, job readiness, employment assistance, financial education, housing counseling, and community building, so that every resident of Essex County has the resources and skills to succeed.



JOBS & ECONOMIC POWER

Pre-apprenticeship construction, tech training, employment services, Financial Opportunity Center

HOUSING & NEIGHBORHOOD REVITALIZATION

Affordable housing, HUD-approved counseling, renter services, foreclosure mitigation

EDUCATION & YOUTH

NAEYC-accredited childcare, Tech House, Opportunity Youth & Reentry, afterschool programs

LITERACY & COMMUNITY

NEW: Fairmount Commons Literacy Center providing wraparound social services · MLK Garden · Food Pantry

2025 Impact Dashboard

ECONOMIC MOBILITY

141

Participants working in unsubsidized jobs; $21.25 avg. starting wage

133

Credentials earned

HOUSING STABILITY

$241K

Dispersed to help 79 families avoid homelessness or eviction

391

First-time housing counseling participants

EARLY CHILDHOOD

98.7%

Learners demonstrated Literacy proficiency (268% increase from the starting literacy rate)

100%

Children prepared for kindergarten transition

FINANCIAL CAPABILIITY

381

Families received one-on-one financial coaching

329

Tax returns completed, saving families over $250,000

TECH HOUSE

35

Middle School students trained in 3D printing, Coding, Math and Video Production

110

Adults and Seniors receiving digital literacy and cybersecurity training

COMMUNITY WEALTH + HOUSING

35

Two- and three-family homes built and sold

300+

Housing units completed or in the pipeline

One integrated model: stabilize families ▪ build skills ▪ create ownership ▪ strengthen neighborhoods



At $100,000, this is not a sponsorship — it is a commitment to an institution.

This investment ensures that ULEC's next 110 years begin with the strength of the first.

Legacy Partner

$100,000

THE EVENING

→ 36 VIP seats (3 full tables)

→ Private pre-reception with ULEC leadership & honorees

→ Presenting sponsor recognition on all materials

→ Personal 3-min stage tribute from CEO

→ Framed recognition piece presented at the Gala

YEAR ROUND

→ Perpetual agreed-upon naming opportunity at the Literacy Center at Fairmount Commons

→ Personalized annual Community Impact Report

→ Invitation to ULEC Board Breakfast

→ First right of refusal for 2028 Legacy Level Partnership

VISIBILITY

→ Dedicated press release to ROI-NJ, NJBIZ & local media

→ Front-of-book full-page color ad in digital journal

→ Dedicated social media feature series (3-5 posts pre-event)

→ Logo on all print, digital, email & social materials

→ 2-min Community Impact Spotlight video aired at the Gala

Visionary

$50,000

24 VIP SEATS (2 FULL TABLES)

- Private pre-reception with ULEC leadership
- Branded table sign at assigned tables
- Front-of-book full-page color ad in digital journal
- Community Impact Spotlight video aired at the Gala
- High-visibility logo on all print & digital materials
- Press release announcing sponsorship
- GiveSmart donor acknowledgment during Fund-a-Need
- Special recognition from Emcee throughout evening

Trailblazer

$25,000

12 VIP SEATS (1 FULL TABLE)

- Priority table placement in the room
- Branded table sign at assigned table
- Full-page color ad in digital journal
- Community Impact Spotlight video aired at the Gala
- Corporate logo on all digital materials
- Media and calendar alert inclusion
- GiveSmart donor acknowledgment during Fund-a-Need
- Special recognition from Emcee at the live event

Champion

$7,500

10 VIP SEATS

- Standard table placement
- Named table sign with company logo displayed throughout the evening
- Quarter-page color ad in digital journal
- Featured sponsor spotlight in gala program
- Corporate logo on digital Gala materials
- Pre-event social media spotlight across ULEC channels
- Special recognition from Emcee
- GiveSmart donor acknowledgment during Fund-a-Need
- Personal thank you letter from CEO

SMALL BUSINESS & NONPROFIT SPONSORSHIP OPTIONS

Note: These sponsorship opportunities are EXCLUSIVE to the nonprofit and small business community (less than 15 employees). These do not include tickets.

VIP / Private Reception	$7,500
Bar Sponsorship	$5,000
Emcee Sponsorship	$3,500
Valet	$2,500
Registration Area	$2,500
Coat Check	$2,000
Green Room	$2,000
Silent Auction	$1,500



Ticket Pricing

EARLY BIRD

General Admission

$275

Save $25 vs. standard
Sales end: December 31, 2026

Table (12 seats)

$3,000

$250/seat effective

STANDARD

General Admission

$300

Primary window
Sales end: March 31, 2027

Table (12 seats)

$3,500

$300/seat effective

LAST CALL

General Admission

$325

Final availability
Sales end: April 14, 2027

Table (12 seats)

$3,900

Tables close on April 14, 2027

Digital Ad Opportunities

AD SIZE	CORPORATE	SMALL BUSINESSES & NONPROFITS WITH ≤15 EMPLOYEES
Full Page (8.5"w × 11"h) - vertical	$3,000	$1,500
Half Page (8.5"w × 5.5"h) - horizontal	$1,500	$750
Quarter Page (4.25"w × 5.5"h) - vertical	$750	$375

Rate is exactly 50% of the corporate rate at every tier · Honor system: companies with 15 or fewer employees

Artwork deadline: Friday, April 2, 2027 · 300 DPI PDF & JPG · Submit to: adjournal@ulec.org



Join Us

Urban League of
Essex County

In a moment when Black institutions are being defunded, dismantled, and diminished, your partnership stands in the opposite direction.

ULECREDGala27.givesmart.com

Questions: gala@ulec.org