



2021 SPONSORSHIP PACKAGE



Saturday August 28th, 2021
Greater Washington Urban League Headquarters
2901 14th Street, NW

Academic Champion \$5,000 and up

As an Academic Champion sponsor your Company will receive:

- Business name or logo prominently displayed on all promotional materials (flyers, paid advertisements) *(If received by August 9th)*
- Opportunity to provide a 60 second video to be featured in festival related social media posting *(If received by August 9th)*
- Business name or logo recognition in all virtual festival content
- Sponsored email content with your Company Name and Logo
- Inclusion in radio public service announcements on GWUL's *On Track* Radio program
- Inclusion in press releases
- Inclusion in GWUL event web site, emails, and social media postings

Health & Wellness Supporter \$2,500 - \$4,999

As a Health & Wellness sponsor your Company will receive:

- Business name or logo displayed on all promotional materials (flyers, paid advertisements) *(If received by August 9th)*
- Business name or logo recognition in all virtual festival content
- Inclusion in press releases
- Inclusion in GWUL event web site, emails, and social media postings

Community Partner \$1,000 - \$2,499

As a Community Partner your Company will receive:

- Inclusion in promotional materials (flyers)
- Business name listing in virtual festival content
- Inclusion in GWUL event web site

All requested materials must be submitted by **MONDAY, AUGUST 9, 2021 for inclusion in all printed materials**

Email sponsorship@gwul.org with any questions about event sponsorship levels



**Greater Washington
Urban League**

*Empowering Communities.
Changing Lives.*



How Your Sponsorship Uplifts Our Youth

Your sponsorship of the Health & Wellness Back 2 School Festival will contribute to the purchase of educational, fun, engaging, and impactful items that will be distributed to our scholars. The contents of each backpack is thoughtfully curated to encourage emotional and physical wellness and excitement for the start of the new school year. By joining us as a sponsor for this event you will help us provide our 500 local scholars with backpacks not only full of supplies, but that also have giveaways that will be sure to make them smile!



Book Drive

Age-appropriate books that celebrate Black culture, promote self-love, and emotional health. The books will make reading fun and allow our scholars to “see what they can be!”



Healthy Eating

Kid-friendly cooking tools, aprons, and snacks that will make eating healthy exciting! These tools will inspire our “little chefs” to create delicious, nutritious, kid-approved food.



Emotional Self-Care Kits

Fidget spinners, squishy balls, and other hand-held sensory items to help soothe anxiety and stress. These items will encourage our scholars to not be ashamed to choose self-care and create healthy coping habits.



Physical Self-Care Kits

Dental care kits, sanitizer, masks, and sunscreen to highlight the importance of healthy habits to look good and feel physically well. These products will help our scholars see healthy faces when they look in the mirror!



Arts & Crafts Creation Kits

Encouraging scholars to use the power of their two hands and imagination to create! Slime-making kits, DIY journal decoration kits, and comic-book drawing supplies will allow our scholars to use arts and crafts as an outlet for self-expression and self-love.



Financial Wellness Kits

Nurturing an “I-Can” spirit by introducing our scholars to Entrepreneurship and being “money smart” at a young age. Money themed cards, coloring books and other activities will teach our scholars the importance of being financially healthy



SPONSORSHIP AGREEMENT FORM

Sponsorship Level & Amount

Academic Champion \$5,000 and up
Community Partner \$1,000 - \$2,499

Health & Wellness Supporter \$2,500 - \$4,999
Other \$

Contact Information

Event Contact:

Business Name:

Social Media Handles:

Address:

City:

State:

Zip Code:

Ward:

Phone:

E-mail:

Payment Information

Payment Method: Check Credit Card

Pay by check: Enclosed is my check in the amount of: \$

MADE PAYABLE TO THE GREATER WASHINGTON URBAN LEAGUE

Credit Card Type: American Express Discover Mastercard Visa

Name on Credit Card:

Card Number:

Exp. Date: (MM/YY)

Security Code:

Billing Address:

IF DIFFERENT FROM ADDRESS ABOVE

City:

State:

Zip Code:

Authorized Representative Signature:

Please email the completed sponsorship form to sponsorship@gwul.org



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