



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA
DECEMBER 3, 2022

PARTNERSHIP OPPORTUNITIES



As an Austin Area Urban Leaguer, you are not just supporting this moment in Central Texas. You are joining our movement to ensure that the life-building services we offer remain free and available for all people in need. Together we can make a difference on a greater scale in Central Texas. The goal is simple--to make Central Texas stronger by providing the community with much-needed resources via our Pillars of Excellence - job training, housing programs, education and youth development, health and wellness, advocacy, and more.

As President & CEO, I recognize the hand cannot function without the fingers, and each one of our pillars, although strong, is designed to be stronger when all pillars are working together to play an integral role in OUR community achieving social and economic equality. Will you partner with us in our 45th year to Empower Communities and Change Lives? The Austin Area Urban Leagues' 45th Annual Equal Opportunity Day Gala will take place on Saturday, December 3, 2022, at 7:00 pm. This event will be in-person.

Please visit our website aaul.org for additional details about the Austin Area Urban League, our services, programs, and partnership opportunities. You may also contact our Development Director, Pamala Benson-Owens, at Pam_BensonOwens@aaul.org.

Yours In The Movement,

Quincy Dunlap

Quincy Dunlap



OUR HISTORY

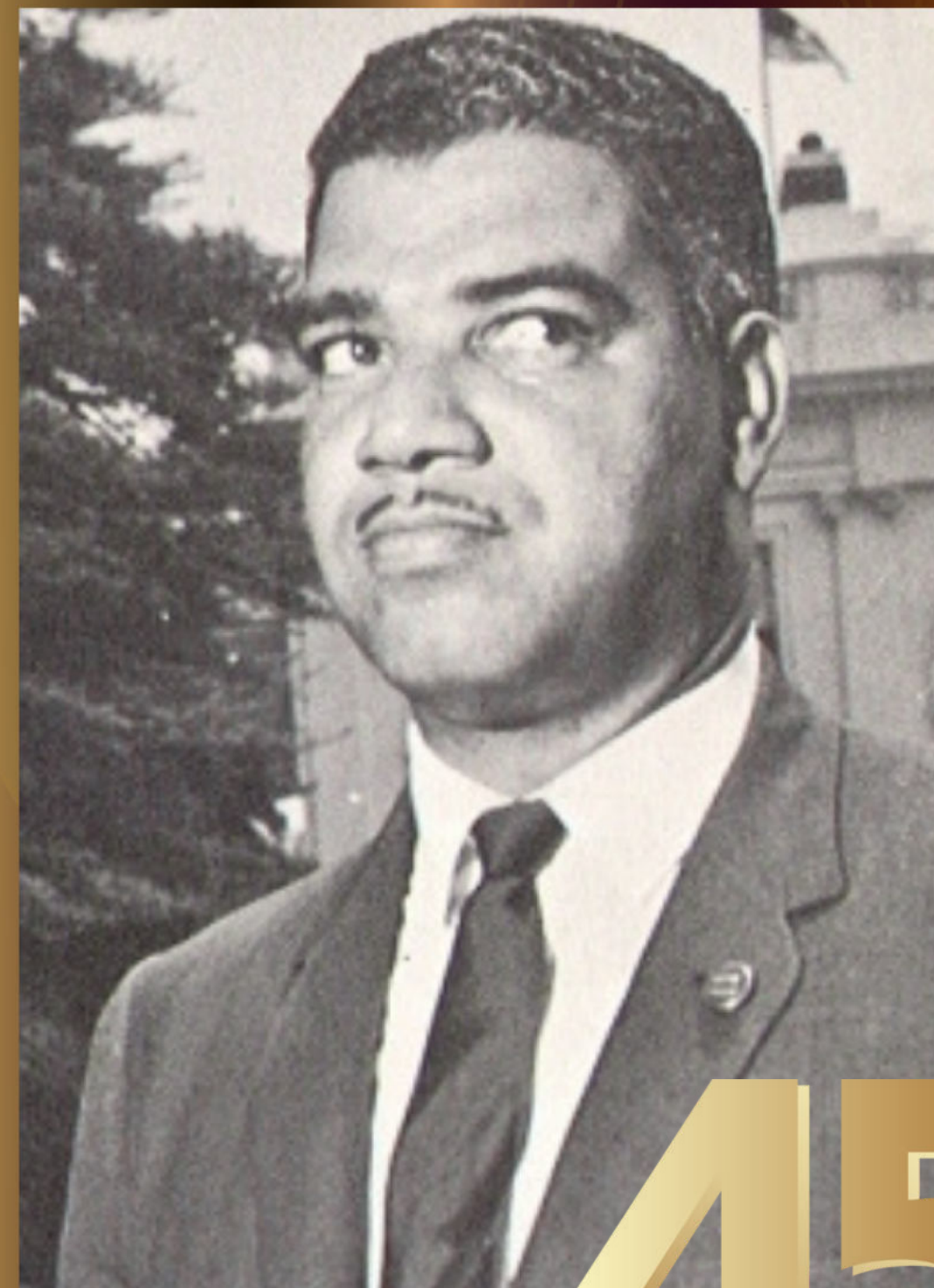
For over 40 years, the Austin Area Urban League has served underserved populations and persons of color, including Spanish-speaking populations in Austin, Texas and Travis County through its job training, housing programs, and education and youth development programming.

Through these efforts, the Austin Area Urban League has done extensive outreach to garner support and buy-in from the communities we serve. Beginning in the Fall of 2018, the Austin Area Urban League began working in the health space with events focused on Alzheimer's. It is the hope of the Austin Area Urban League to continue to expand its health-focused work within childhood obesity, diabetes, chronic diseases, and other ailments that disproportionately impact disenfranchised communities.

As an affiliate office of the National Urban League, who's mission is to enable African Americans and other underserved urban residents to secure economic self-reliance, parity, power and civil rights.

The Austin Area Urban League's mission is to provide tools to African Americans and under-served populations to build a foundation for social and economic equality.

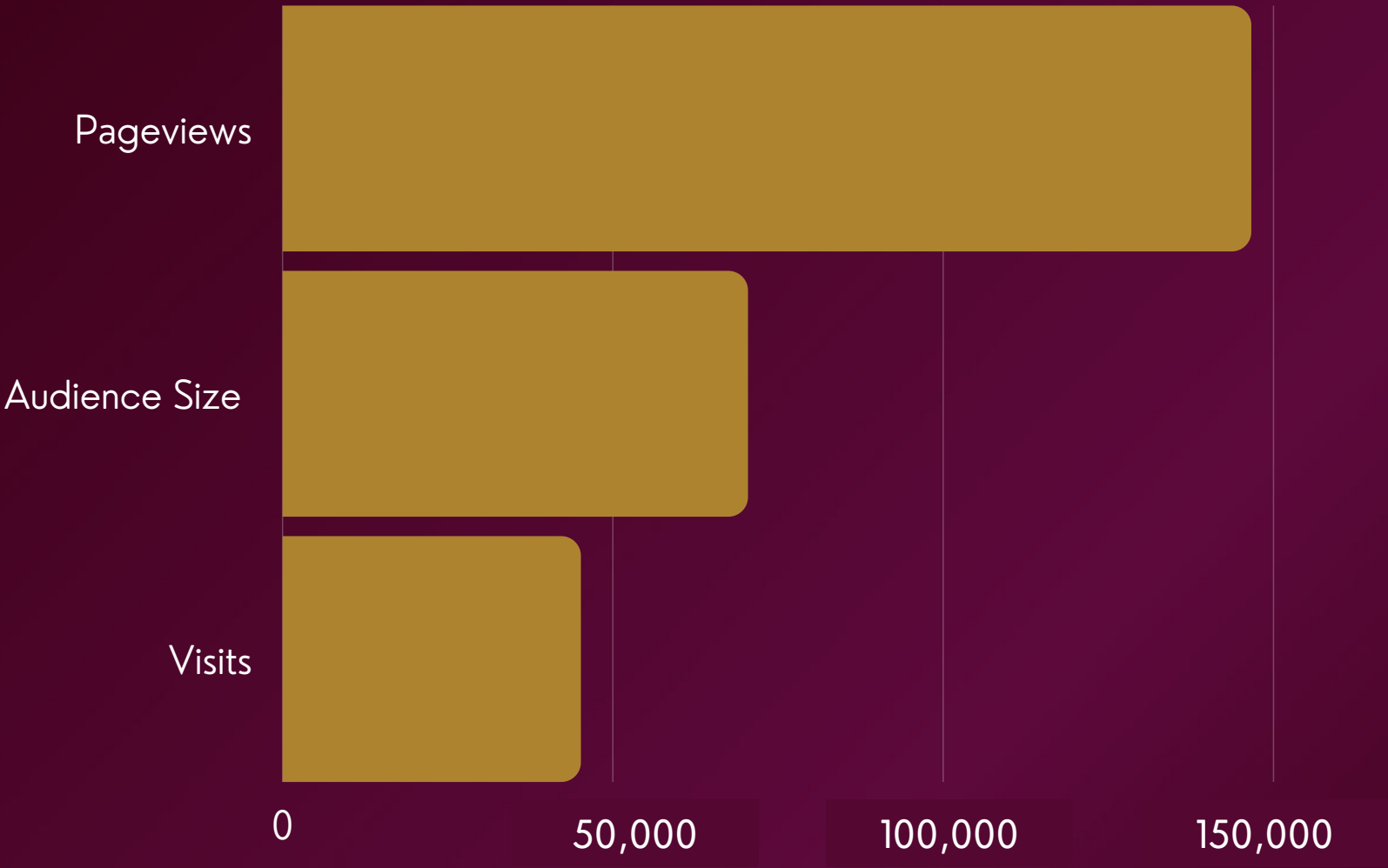
WHITNEY M. YOUNG JR.



OUR REACH

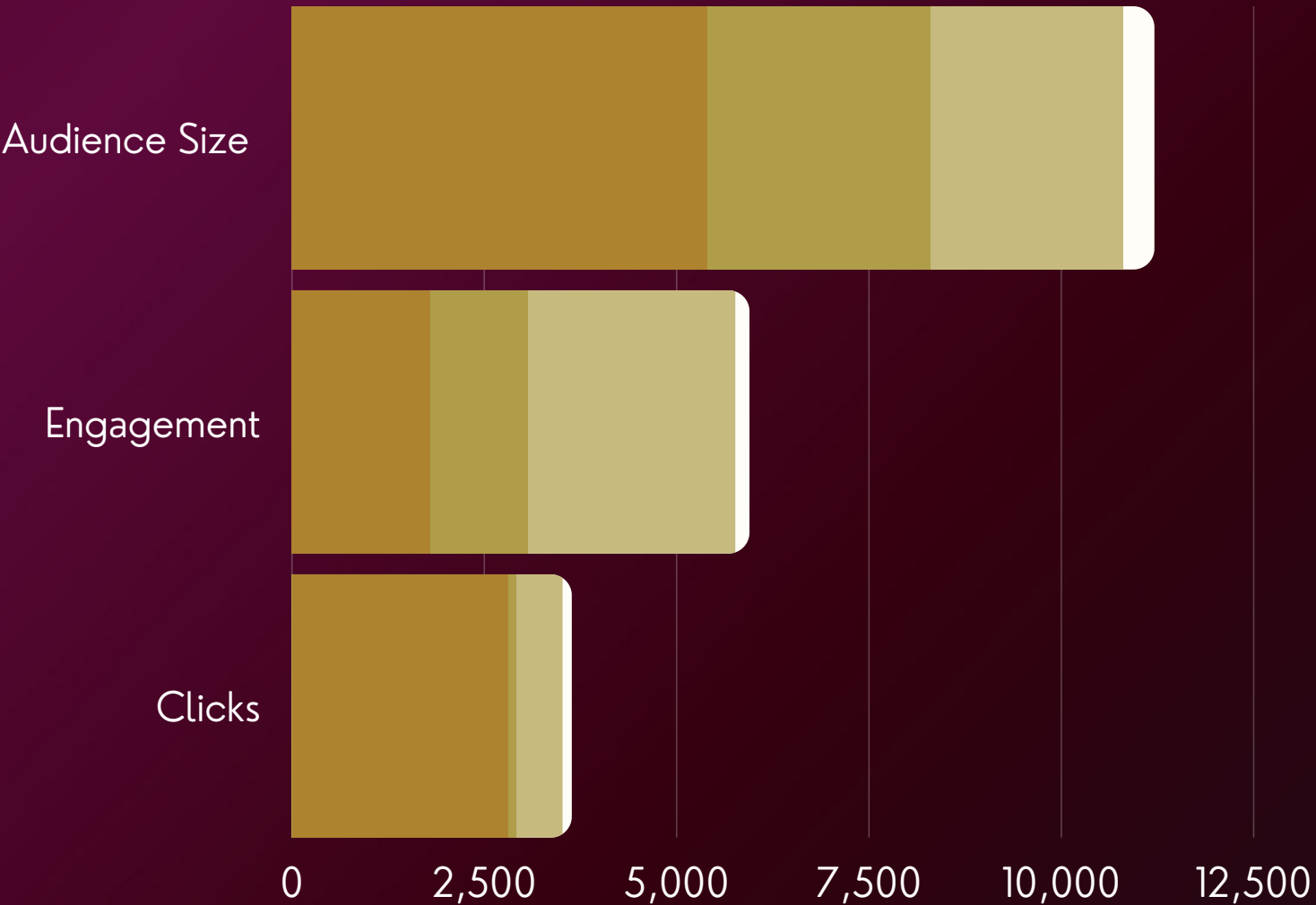
As a result of the COVID-19 pandemic, the Austin Area Urban League pivoted to an online digital engagement plan our reach and engagement go as follows for 2022:

WEBSITE ANALYTICS



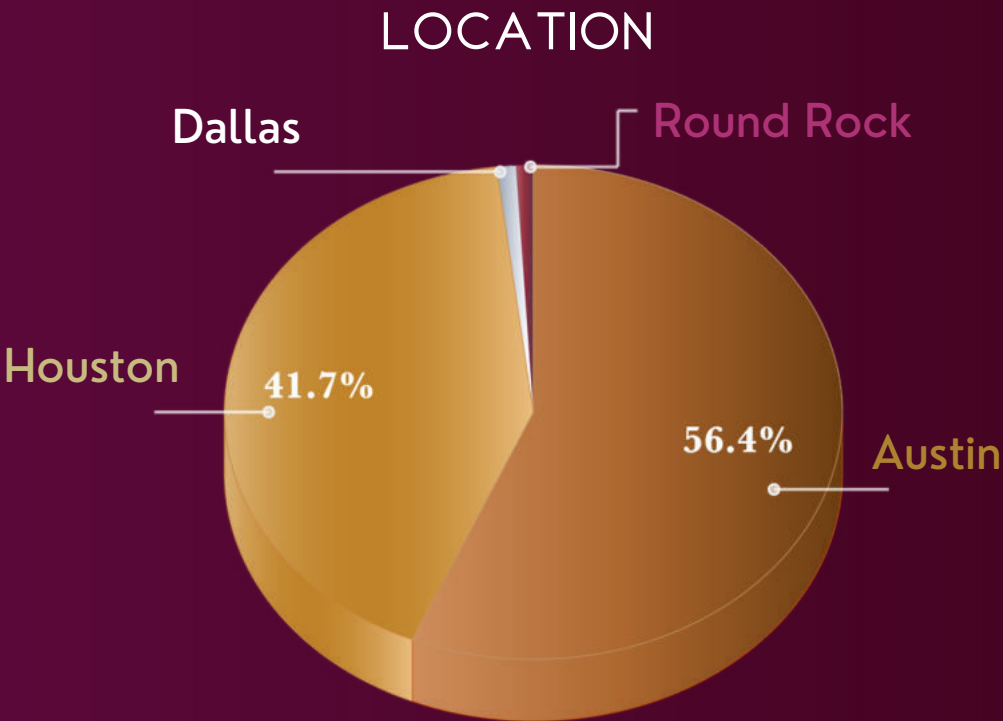
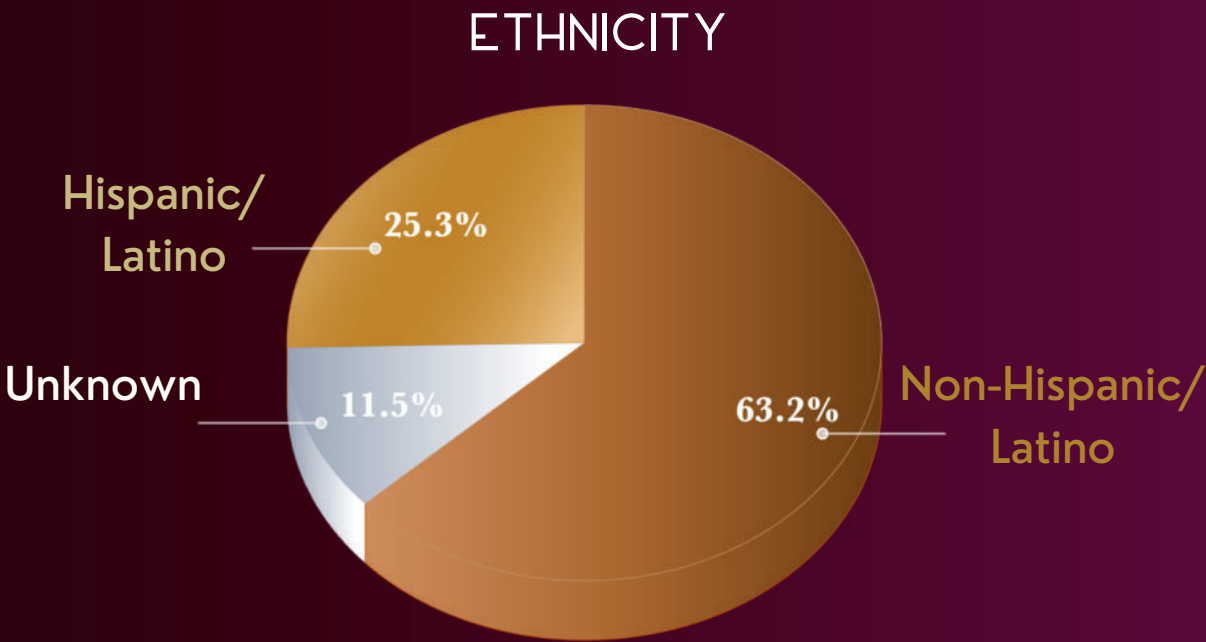
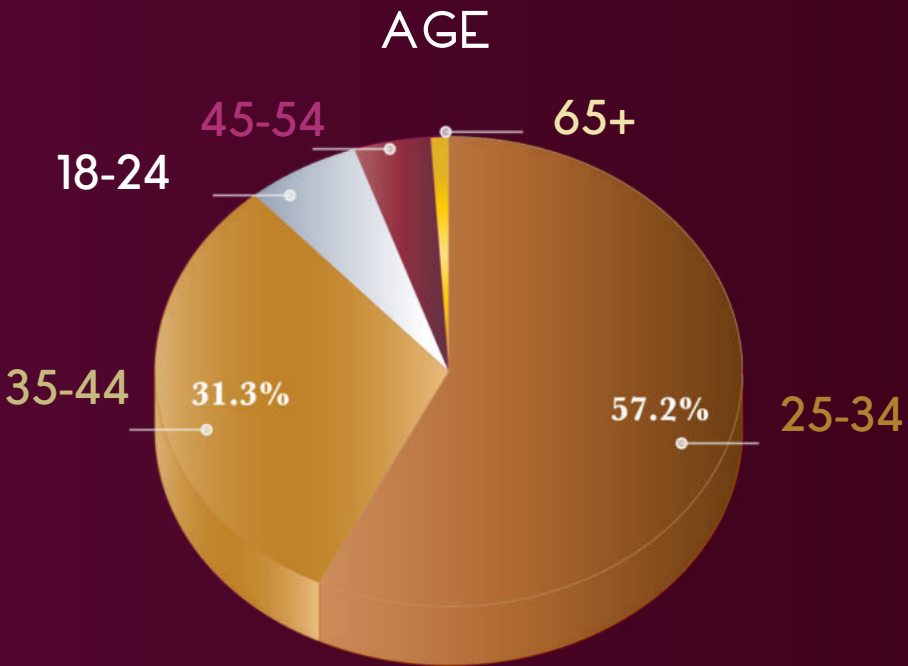
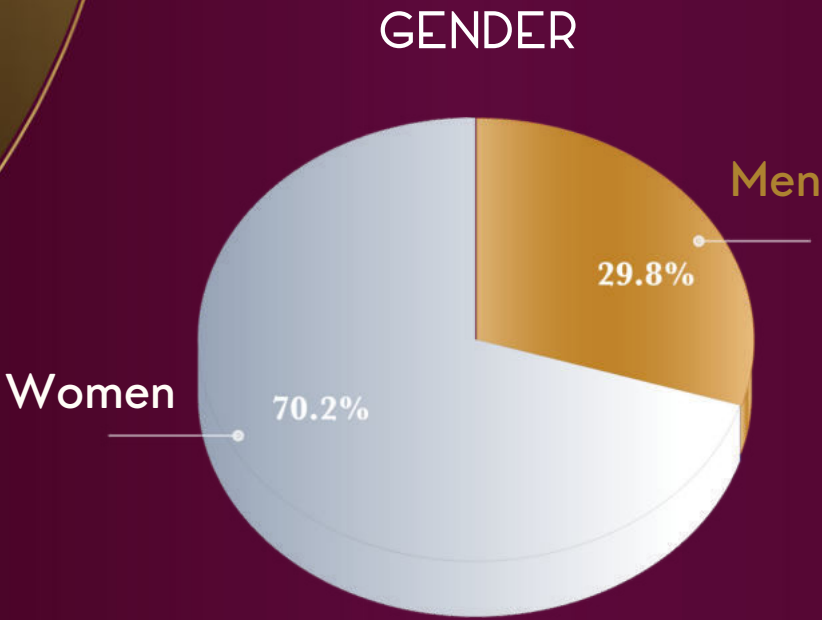
SOCIAL CHANNELS

Facebook, Twitter, Instagram, LinkedIn



OUR AUDIENCE

Over the past year, the Austin Area Urban League has seen a significant increase in our audience. The graphic below provides an overview of our social media footprint.



OUR PILLARS OF EXCELLENCE

The Austin Area Urban League has done extensive outreach to garner support and buy-in from the communities we serve through its job training, housing programs, and education and youth development programming, health & wellness, advocacy and more.



The Austin Area Urban League Housing and Community Development program is dedicated to revitalizing the communities of Central Texas. This program provides emergency and critical repairs to owner-occupied homes located in the City of Austin. Services under this program include crisis intervention assistance, emergency repair assistance, and major system repair.

The Housing program has served 95 households in 2021-2022 through the following programs including "cost per household" (CPH)

Go Repair:

24 Households

CPH: \$24,000

2020 Output: **\$576,000**

Demographics:

71% Non-Hispanic or Latinx/

29% Hispanic or Latinx

Minor Home Repair:

116 Households

CPH: \$33,333

2020 Output: \$400,000

Demographics:

72% Non-Hispanic or Latinx/

31% Hispanic or Latinx



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The Austin Area Urban League Workforce & Career Development program empowers individuals and families to become financially self-sufficient by providing career counseling, employment assistance, professional development workshops, occupational training, financial literacy, and long-term retention strategies.

The Workforce & Career Development program has served more than 240 individuals in 2021-2022 through the following programs including "average earned salary" (AES) after program completion

Occupational Training:

Enrolled: 12

Completed: 10

Employed: 10 (100%)

AES: < \$12.00/hourly

Job Readiness:

Enrolled: 188

Completed: 111

Employed: 49 (44%)

AES: \$14.38/hourly

26% of clients are employed for 180 or more.



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Austin Area Urban League
**EDUCATION & YOUTH
DEVELOPMENT**

The Education and Youth Development program works earnestly to develop innovative programs to support academic achievement, civic involvement, and the physical and emotional development of children and youth. Programming includes early childhood education, post-secondary success, and youth leadership designed to help achieve the NUL empowerment goal of assuring that every child will be ready for college, work, and life by 2025.

The Education & Youth Development program is currently serving 263 students through the following programs including "average cost per student" per program.

Project Readiness:

Enrolled: 24

Completed: (2021)

ACS: \$1500.00

Emerging Professional

Collegiate Movement:

Coming 2023

Urban Youth Empowerment:

Coming 2023



OUR PILLARS OF EXCELLENCE

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The Austin Area Urban League Health and Wellness program is committed to delivering sustainable programs that provide underserved communities with greater access to healthcare and advocate for the elimination of health disparities. Designed to aid the National Urban League empowerment goal that "Every American has to quality and affordable health care solutions by 2025."

In response to the COVID-19 pandemic, the Austin Area Urban League launched the Central Texas Rapid Relief & Response (RRAP) program. This program provides rapid assistance and relief services that supports for individuals, families and households to offset financial hardship and provide basic needs support, to decrease the disparate impacts that have occurred due to crises and or life altering events and occurrences.

RRAP Rise Program

Households Served: 315

Individuals Served: 1023

Average Per Household:
\$1,417.37

RRAP Rise Bridge Program

Households Served: 225

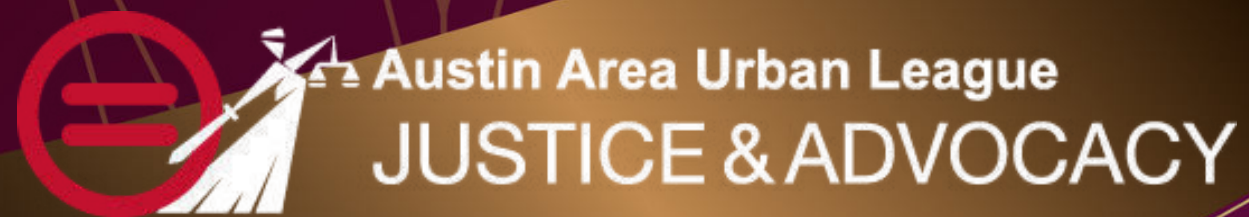
Individuals Served: 675

Average Per Household:
\$2,000.00



OUR PILLARS OF EXCELLENCE

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The Austin Area Urban League Justice and Advocacy Department connects with local businesses, corporate community leaders, and citizens who are working to build a stronger, more vibrant Austin. This effort creates a network of professionals who express the need for political and social change, benefiting all individuals and creating a level playing field.



OUR PILLARS OF EXCELLENCE

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AUSTIN AREA
Urban League
YOUNG PROFESSIONALS

The Austin Area Urban League Young Professionals & Guild serve as auxiliary components of the Austin Area Urban League serving the demographics of 21-40 and 65+ respectively. The mission of the Guild is to support the local affiliate by strengthening its presence in the community through fundraising, community service, leadership development, and public relations. The Young Professionals established to empower innovation in the Greater Austin community through its leadership of the civil rights agenda in this new age.



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA

Our Austin Area Urban League "I EMPOWER" society recognizes donors who make an annual leadership-level gift at one of the giving levels. Membership in society allows you to make a powerful statement about your commitment to serving the community and your dedication to our mission. Society members enjoy a number of benefits, including invitations to members-only events and special Austin Area Urban League communications. For all giving society levels, membership is determined by gifts in a calendar year. Here at the Austin Area Urban League, we understand that the needs of your organization are not just unique to your yearly but are impactful to the communities you serve daily. This year we have upgraded the way we interact with our supporters to provide a custom sponsorship opportunities that will allow you to attain measurable impact and ROI for your efforts. As a supporter Austin Area Urban League we consider you to be apart of our ever-growing family. Your contribution will not only be tax-deductible, but you can also reach your target demographic, produce social goodness, expand brand awareness, and much more!



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA

PARTNERSHIP OPPORTUNITIES

EVENT TITLE SPONSOR

\$25,000

- Vip Reception Title Sponsor, I.E. "Company Name" Reception
- Company Logo Included In Print And Social Media
- Company Logo And Link On The AAUL Website
- Company Logo On EOD Gala Signage
- Event-Level Recognition And Acknowledgement
- Continual Logo Placement On Audio Visual Scroll

- Recognition In Media And Press Releases
- 2 Reserved table (20 Tickets) sponsor invited guest
- 10 VIP guest passes
- 10 valet parking passes
- Five dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, e-blasts, and newsletter announcements



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA

PARTNERSHIP OPPORTUNITIES

EQUITY SPONSOR CIRCLE

\$20,000

- Company Logo Included In Print And Social Media
- Company Logo And Link On The AAUL Website
- Company Logo On EOD Gala Signage
- Event-level Recognition And Acknowledgement
- Continual Logo Placement On Audio Visual Scroll
- Recognition In Media And Press Releases
- 1 reserved table (10 Tickets) for sponsor invited guest
- 5 VIP guest tickets
- 5 valet parking passes
- Three dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, e-blasts, and newsletter announcements



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA

PARTNERSHIP OPPORTUNITIES

ALLY SPONSOR

\$15,000

- Company Logo Included In Print And Social Media
- Company Logo And Link On The AAUL Website
- Company Logo On EOD Gala Signage
- Event-level Recognition And Acknowledgement
- Continual Logo Placement On Audio Visual Scroll
- Recognition In Media And Press Releases
- 1 reserved table (10 Tickets) for sponsor invited guest
- 2 VIP guest tickets
- 2 valet parking passes
- Two dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, e-blasts, and newsletter announcements



AUSTIN AREA URBAN LEAGUE

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PARTNERSHIP OPPORTUNITIES

COMMUNITY AMBASSADOR SPONSOR

\$10,000

- Company logo included in print ads
- Company logo on the AAUL Website
- Company logo on EOD Gala Signage
- Event-level recognition and acknowledgment
- Logo placement on audio-visual scroll
- 1 reserved table (10 Tickets) for sponsor invited guest
- 2 VIP guest tickets

EXCLUSIVE TECHNOLOGY SPONSOR

\$7,500

- Company logo included in print ads
- Company logo on the AAUL Website
- Company logo on EOD Gala Signage
- Event-level recognition and acknowledgment
- Logo placement on audio-visual scroll
- 1 reserved table (10 Tickets) for sponsor invited guest



AUSTIN AREA URBAN LEAGUE

EQUAL OPPORTUNITY DAY GALA

PARTNERSHIP OPPORTUNITIES

IMMERSION SPONSOR

\$5,000

- Company logo included in print ads
- Company logo on the AAUL Website
- Company logo on EOD Gala Signage
- 1/2 reserved table (5 tickets) for sponsor invited guest

EXCLUSIVE BAR TITLE SPONSOR

\$2,500

- Company Branded Bar
- Company logo on the AAUL Website
- Company logo on 1 EOD Gala Bar Stand
- Logo placement on audio-visual scroll
- 2 event tickets



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EQUAL OPPORTUNITY DAY GALA

CONTACT INFORMATION

Please make your donation payable to the Austin Area Urban League. Our mailing address is 8011 Cameron Road, Suite A-100 Austin, Texas 78754. For more information please email Pam Benson Owens at Pam_BensonOwens@aaul.org.

Company Name: _____

Contact Name: _____

E-mail: _____

Phone: _____

Website: _____

Sponsorship Level: _____

_____ I am comfortable being recognized for sponsorship and would like my name to appear as _____

_____ I would like to remain anonymous



AUSTIN AREA
URBAN LEAGUE

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DECEMBER 3, 2022

THANK YOU!