



**Austin Area Urban League**  
2023 EQUAL OPPORTUNITY DAY GALA



**Sponsorship  
Opportunities**

OCTOBER 21, 2023





As a valued community member, you're not just contributing to this moment in Central Texas - you're part of a powerful movement striving to ensure our life-transforming services remain free and accessible to everyone in need. Your support enables us to provide vital resources to our community, transforming lives and strengthening our region. Through our Pillars of Excellence - including job training, housing programs, education and youth development, health and wellness, advocacy, and more - we continue to make a significant impact across Central Texas.

As the President & CEO of the Austin Area Urban League, I am deeply aware of the importance of unity and collaboration in our work. Like fingers on a hand, each of our Pillars of Excellence, robust in its own right, is designed to function more effectively when unified. Our collective action is integral to achieving social and economic equality in our community.

As we mark our 46th anniversary this year, I invite you to partner with us in our ongoing mission to "Empower Communities and Change Lives." Your involvement and contribution could help us bring about a stronger, more equitable Central Texas - a place where everyone has the opportunity to thrive and prosper.

Our 46th Annual Equal Opportunity Day Gala will take place on Saturday, October 21, 2023, at 7:00 pm at The Line Hotel. This event serves as a momentous occasion to celebrate our collective achievements, acknowledge the challenges ahead, and renew our commitment to the vital work we undertake.

Thank you for your ongoing commitment to the Austin Area Urban League, to the people we serve, and to the cause of equality and justice.

YOURS IN THE MOVEMENT,

*Quincy Donlap*



## EQUAL OPPORTUNITY DAY GALA

# *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, we strive 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.

EQUAL OPPORTUNITY DAY GALA

## *Whitney M. Young Jr. Award*

*The Whitney M. Young, Jr. Award is given by boards of directors of Urban League affiliates across the country in memory of the great civil rights leader and former head of the National Urban League. Young was one of America's most charismatic, courageous and influential civil rights pioneers. He worked tirelessly to gain access for African Americans to good jobs, education, housing, health care and social services.*

During Young's ten-year tenure at the League, he brought the organization to the forefront of the Civil Rights Movement. Young expressed the mission of the Urban League not as ground-level activism in itself but as the supplement and complement of the activities of all other organizations; he states, "We are the social engineers, we are the strategists, we are the planners, we are the people who work at the level of policy-making, policy implementation, the highest echelons of the corporate community, the highest echelons of the governmental community – both at the federal, state and local level – the highest echelons of the labor movement."

As part of the League's new mission, Young initiated programs like "Street Academy," an alternative education system to prepare high school dropouts for college, and "New Thrust," an effort to help local black leaders identify and solve community problems.



## EQUAL OPPORTUNITY DAY GALA

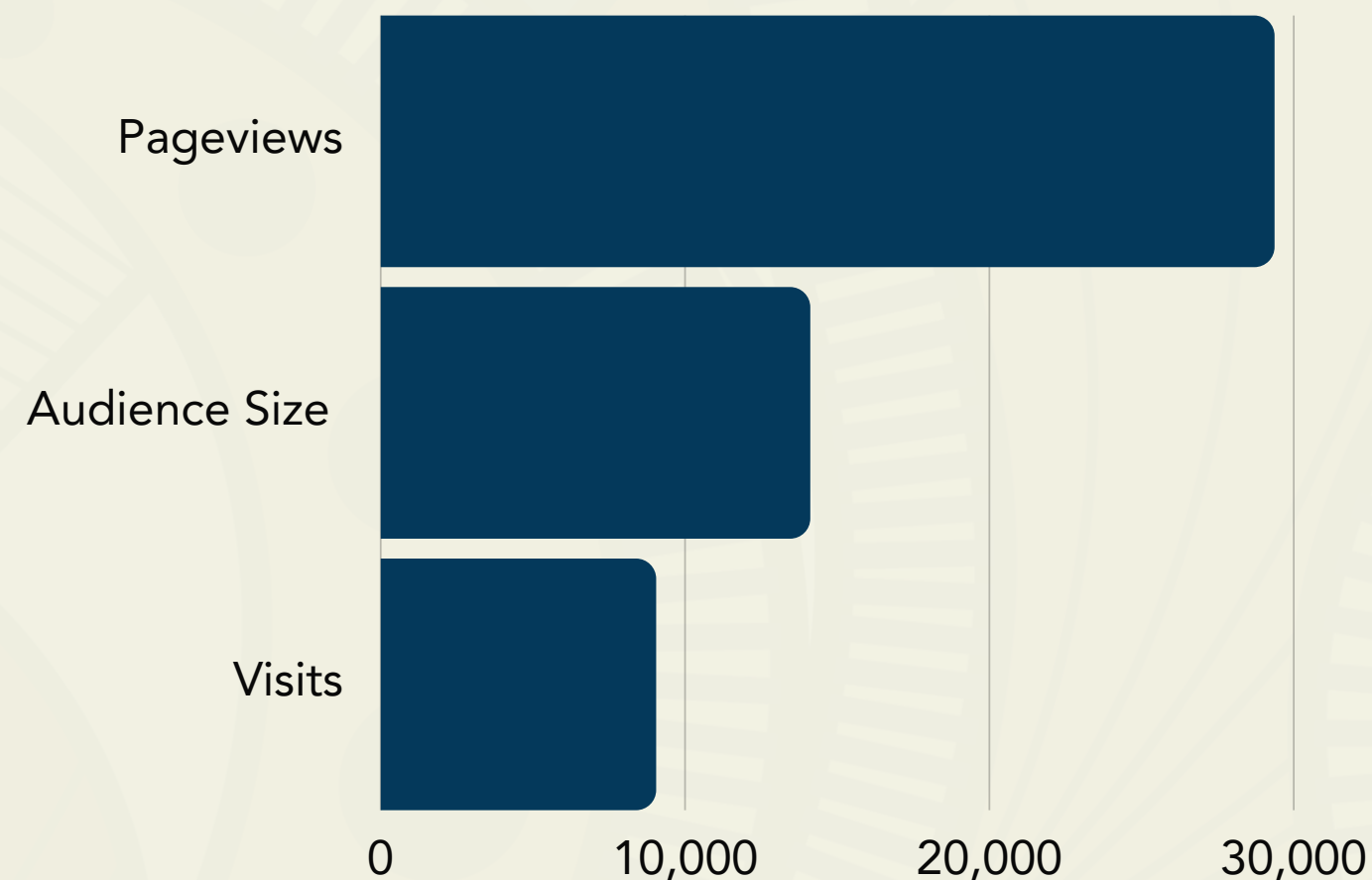
# *Our Reach*

*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:*

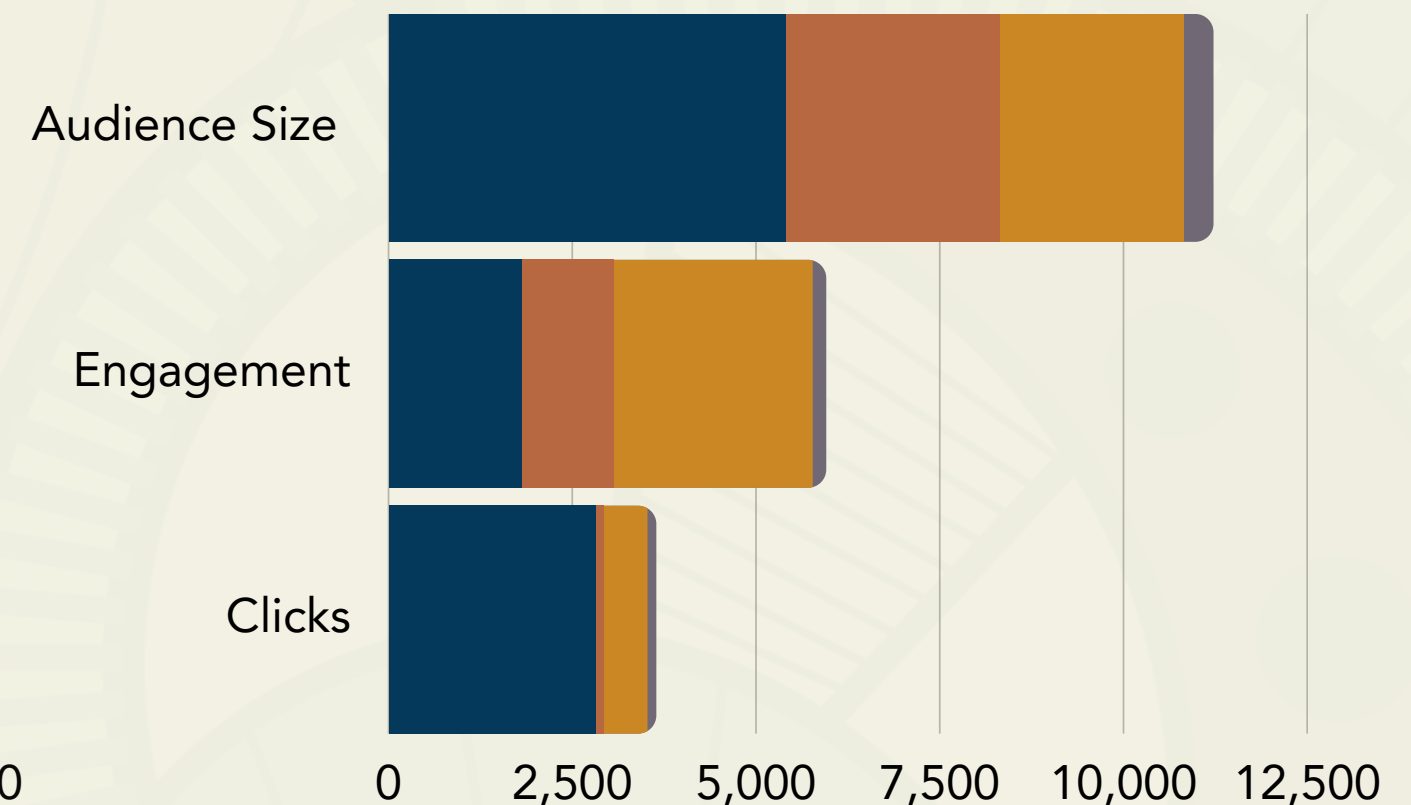
Facebook, Twitter, Instagram, LinkedIn



### WEBSITE ANALYTICS



### SOCIAL CHANNELS

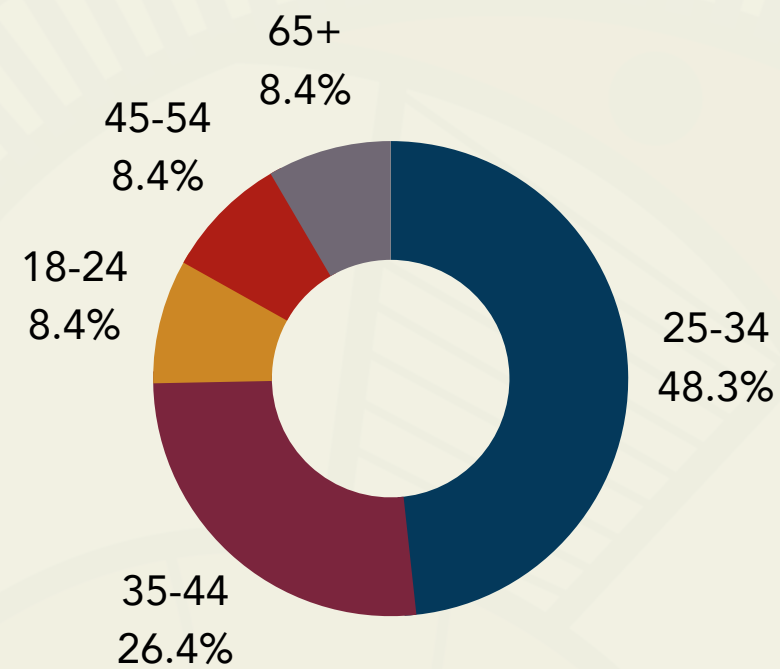




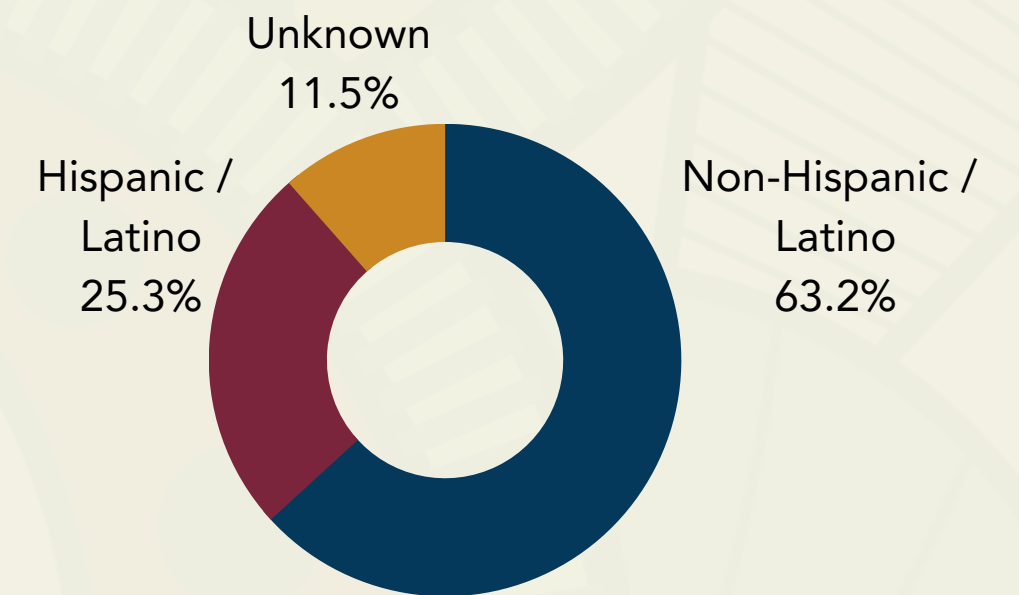
## EQUAL OPPORTUNITY DAY GALA

# *Our Audience*

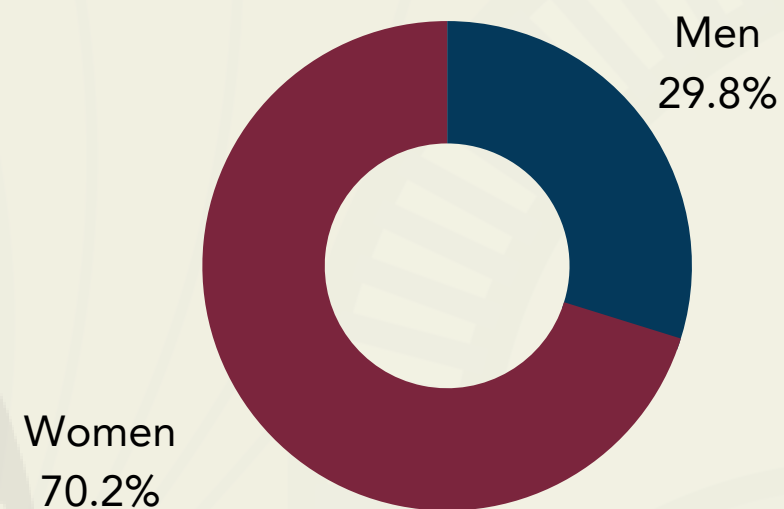
*Over the past year, the Austin Area Urban League has seen a significant increase in our audience. The graphic below provides an overview of our social media footprint.*



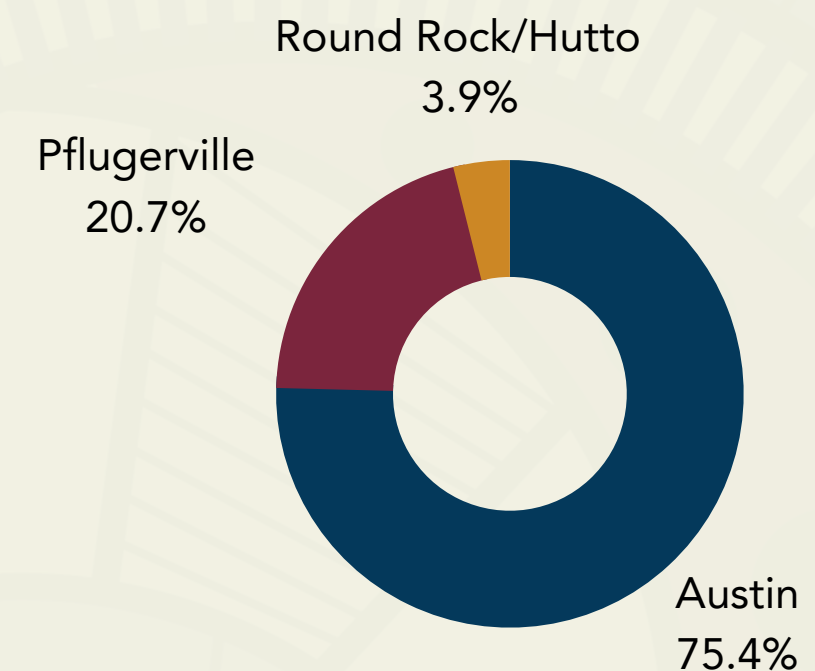
AGE



ETHNICITY



GENDER



LOCATION



EQUAL OPPORTUNITY DAY GALA

# *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, education and youth development programming, health and wellness, advocacy and more.*



Austin Area Urban League  
**HOUSING & COMMUNITY  
DEVELOPMENT**

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 107 households in 2022-2023 through the following programs including "cost per household"(CPH).

#### **Minor Home Repair:**

107 Households

CPH: \$8,500

#### *Demographics:*

61% Non-Hispanic or Latinx/

33% Hispanic or Latinx

13% White



EQUAL OPPORTUNITY DAY GALA

# *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, education and youth development programming, health and wellness, advocacy and more.*



Austin Area Urban League  
**WORKFORCE & CAREER  
DEVELOPMENT**

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: 20  
Completed: 20  
Employed: 20 (100%)  
AES: \$18/hour

## **Job Readiness:**

WERC: 286  
RCAP: 163  
Employed: 119  
AES: \$16/hourly



EQUAL OPPORTUNITY DAY GALA

# *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, education and youth development programming, health and wellness, advocacy and more.*



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: 45

ACS: \$1,500

**Emerging Professional**

**Collegiate Movement:**

Coming 2023

**Urban Youth Empowerment:**

Coming 2023



EQUAL OPPORTUNITY DAY GALA

# *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, education and youth development programming, health and wellness, advocacy and more.*



Austin Area Urban League  
**HEALTH & WELLNESS**

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 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 support individuals, families and households to offset financial hardship and provide basic needs and support, to decrease the disparate impacts that have occurred due to crises or life altering events and occurrences.

#### **RRAP Rental Relief**

Individuals Served: >2500

Average Per Person: \$2,500

#### **RRAP Rise Bridge Program**

Individuals Served: 225

Average Per Person: \$12,888



EQUAL OPPORTUNITY DAY GALA

# *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, education and youth development programming, health and wellness, advocacy and more.*

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.





EQUAL OPPORTUNITY DAY GALA

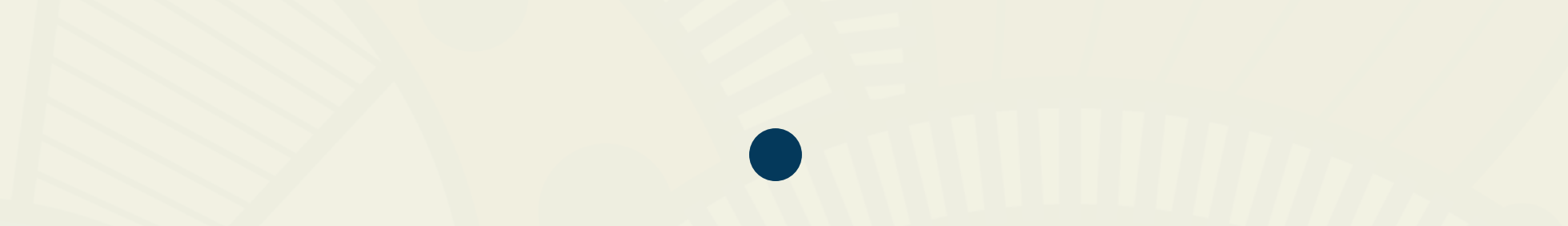
# *Our Pillars of Excellence*

*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, education and youth development programming, health and wellness, advocacy and more.*



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 were established to empower innovation in the Greater Austin community through its leadership of the civil rights agenda in this new age.





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 you yearly, but are impactful to the communities you serve daily. This year, we have upgraded the way we interact with our supporters to provide custom sponsorship opportunities that will allow you to attain measurable impact and ROI for your efforts. As a supporter of Austin Area Urban League, we consider you to be a part 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!

EQUAL OPPORTUNITY DAY GALA

## *Sponsorship Opportunities*

EVENT TITLE  
SPONSOR

**\$25,000**

- Includes: Company Name, Logo, and Link on Print and Social Media
- Company logo & link on AAUL Website
- Company logo on EOD Gala Signage
- Event-Level Recognition and Acknowledgement displayed during event and Press Releases
- 2 Reserved tables and valet parking passes for invited guest
- Five dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, e-blasts, and newsletter announcements.



EQUAL OPPORTUNITY DAY GALA

## *Sponsorship Opportunities*

EQUITY  
SPONSOR

**\$20,000**

- Includes: Company Name, Logo, and Link on Print and Social Media
- Company logo & link on AAUL Website
- Company logo on EOD Gala Signage
- Event-Level Recognition and Acknowledgement displayed during event
- 2 Reserved Table and 10 valet parking passes for invited guest
- Three dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, e-blasts, and newsletter announcements

EQUAL OPPORTUNITY DAY GALA

## *Sponsorship Opportunities*

DIVERSITY  
SPONSOR

**\$15,000**

- Includes: Company logo on Print and Social Media
- Company logo & link on AAUL Website
- Company logo on EOD Gala Signage
- Event-level Recognition and Acknowledgement displayed during event
- 1 reserved table (10 Tickets) for invited guests
- 6 valet parking passes
- Two dedicated social media posts
- Pre-Event branding on EOD electronic communication including press releases, eblasts, and newsletter announcements



EQUAL OPPORTUNITY DAY GALA

# *Sponsorship Opportunities*

EQUALITY  
SPONSOR

**\$10,000**

- Includes: Company logo on Print and Social Media
- Company logo on AAUL Website
- Company logo on EOD Gala Signage
- Event-level recognition and acknowledgment
- 4 Valet Parking Passes
- 1 premium reserved table (10 Tickets) for invited guest

INCLUSION  
SPONSOR

**\$5,000**

- Includes: Company logo on print ads
- Company logo on AAUL Website
- Company logo on EOD Gala Signage
- Event-level recognition and acknowledgment
- 2 Valet Parking Passes
- 1 reserved table (10 Tickets) for invited guest

## EQUAL OPPORTUNITY DAY GALA

# *Sponsorship Opportunities*

FRIEND OF AAUL  
SPONSOR

**\$3,000**

- Includes: Company logo on print ads
- Company logo on AAUL Website
- Company logo on EOD Gala Signage
- 1 reserved table (10 Tickets) for invited guest

## *Individual Tickets*

VIP TICKET

**\$275**

Preferred Seating  
After Party

INDIVIDUAL TICKET

**\$225**

Individual ticket holders may be seated separately



EQUAL OPPORTUNITY DAY GALA

## *Exclusive Sponsorship Opportunities*

EXCLUSIVE  
TECHNOLOGY  
SPONSOR

**\$7,500**

**Only one technology sponsorship is available.**

- Includes: Company logo on print ads, social media
- Company logo AAUL Website and on EOD Gala Signage
- Event-level recognition and acknowledgment
- 6 event tickets for invited guest

**SOLD**

EXCLUSIVE  
BAR SPONSOR

**~~\$2,500~~**

**Only one exclusive bar sponsorship is available.**

- Includes: Company logos on the Branded Bar
- Company logo on bar menus
- Company logo on AAUL Website
- 2 event tickets for invited guest

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 Shauntice Rutley at the following:  
[Shauntice\\_Rutley@aaul.org](mailto:Shauntice_Rutley@aaul.org) or call (737) 733-2713

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  
2023 EQUAL OPPORTUNITY GALA



**Thank You!**

OCTOBER 21, 2023