

PARTNERING FOR IMPACT IN SAN ANTONIO

AUSTIN AREA URBAN LEAGUE
SASO SPONSORSHIP DECK



Urban League
SAN ANTONIO
SATELLITE OFFICE



WHO WE ARE

- **Mission:** “Providing tools to African American and underserved populations to build a foundation for social and economic equity and equality.”
- Founded in 1977, AAUL has over 45 years of impact in Central Texas.
- New: Expanding to San Antonio through SASO (Satellite Office)



WHY SAN ANTONIO?

San Antonio is home to growing BIPOC communities disproportionately affected by economic disparities.

WHY NOW

Needs assessment shows urgent demand for:

- Entrepreneurship & workforce support
- Youth development
- Housing & health equity

PILLARS OF IMPACT

**HOUSING &
COMMUNITY
DEVELOPMENT
(HCD)**



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

**ENTREPRENEURSHIP
& ECONOMIC
EMPOWERMENT
CENTER (E3CP)**



 Austin Area Urban League
**ENTREPRENEURSHIP
EMPOWERMENT CENTER**

**WORKFORCE &
CAREER
DEVELOPMENT
(WCD)**



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**WORKFORCE & CAREER
DEVELOPMENT**

**EDUCATION AND
YOUTH
DEVELOPMENT
(EYD)**



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



Austin Area Urban League
**ENTREPRENEURSHIP
EMPOWERMENT CENTER**



Empowering Local Business. Building Lasting Legacies.

Through the E3CP (Entrepreneurship & Economic Empowerment Center), AAUL provides coaching, access to capital, and strategic support to help small Black-owned businesses grow, hire, and thrive.

Your sponsorship fuels entrepreneurship and creates jobs that strengthen communities.

GOALS

- Support 20 San Antonio entrepreneurs and small businesses
- Award \$100K in business grants and capital assistance
- Launch BIPOC business accelerator cohort
- Facilitate 10+ workshops on credit, certifications, and procurement
- Advocate for inclusive economic policy at city and state levels



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

Stability Starts at Home.

Everyone deserves a safe, dignified place to call home. Through emergency repairs and crisis support, we ensure families in Central Texas can stay rooted and rise.

Your sponsorship restores dignity, prevents displacement, and keeps families rooted in their communities.

GOALS

- Complete 100+ home repair and accessibility projects
- Expand Go Repair and plumbing assistance programs across Bexar County
- Launch AAUL Housing Navigation Hub for renters and first-time homebuyers
- Serve 75+ seniors and low-income families at risk of losing housing
- Secure funding for \$300K in direct repair costs and materials



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

Promise Starts With Preparation.

Project Ready equips BIPOC youth with the tools to succeed in college and life—academic support, mentorship, cultural empowerment, and leadership development across a 4-year pathway.

Your sponsorship helps students become first-generation college success stories.

GOALS

- Enroll 100 middle & high school students in Project Ready
- Partner with 4+ schools in San Antonio and Central Texas
- Provide college tours, FAFSA help, mentorship, and culturally relevant curriculum
- Launch 2 STEM and Literacy Project Ready enhancements
- Award \$50K in scholarships and academic supports



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

From Job Search to Career Success.

Pathway to a Career and RCAP programs connect jobseekers—including returning citizens—to industry-recognized credentials, hands-on training, and long-term employment.

Your sponsorship opens doors to stable jobs and thriving futures.

GOALS

- Serve 100+ job seekers and returning citizens
- Provide industry credentials in tech, trades, and in-demand careers
- Offer \$75K+ in paid work experiences and stipends
- Expand case management support to 6 months post-graduation
- Partner with 10+ employers for direct job placement

SPECIAL INITIATIVES

Celebrating Culture. Cultivating Futures.

The HBCU Live Xperience spotlights Black excellence through vibrant events like the HBCU Football & Basketball Classics, college fairs, and cultural celebrations.

Your sponsorship brings HBCU culture to life while connecting students to higher education opportunities.

GOALS

- Host 2 major HBCU Classic events (Football & Basketball)
- Welcome 2,500+ attendees per event
- Host college fairs reaching 500+ high school students
- Elevate 30+ Black-owned vendors, artists, and creators
- Raise \$100K+ to support scholarships and travel grants





SPONSORSHIP OPPORTUNITIES

COLLABORATOR \$10,000

- Logo and description featured on AAUL's sponsorship webpage
- Logo displayed on digital collateral and LED screens during events
- Social media impressions across AAUL platforms
- Logo placement on tabletops at events
- Verbal sponsorship acknowledgement on stage during events
- 1 Table (10 tickets) to the Annual Equal Opportunity Day (EOD) Gala
- 1 Table (10 tickets) to the San Antonio Luncheon

CONTRIBUTOR \$5,000

- Logo and description on AAUL's sponsorship webpage
- Logo displayed on digital collateral and LED screens during events
- Social media impressions across AAUL platforms
- Logo placement on tabletops at events
- 4 tickets to the Annual Equal Opportunity Day (EOD) Gala
- 4 tickets to the San Antonio Luncheon

COOPERATOR \$2,500

- Logo and description on AAUL's sponsorship webpage
- Logo displayed on digital collateral and LED screens during events
- Logo placement on tabletops at events
- 1 ticket to the San Antonio Luncheon

SUPPORTER \$1,000

- Logo and description on AAUL's sponsorship webpage
- Social media impressions across AAUL platforms

JOIN THE MOVEMENT. INVEST IN A STRONGER SAN ANTONIO.

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