

SPONSORSHIP AND MARKETING OPPORTUNITIES



**Greater Milwaukee
Urban League**

*Empowering Communities.
Changing Lives.*

2025 BLACK AND WHITE

Ball

Saturday, November 1, 2025

BAIRD CENTER

501 W. Kilbourn Avenue | Milwaukee, WI 53203

6:00 PM REGISTRATION | RECEPTION | PRE-ENTERTAINMENT

7:00 PM PROGRAM

9:00 PM LIVE ENTERTAINMENT



**Greater Milwaukee
Urban League**

2025

**EMPOWERING
COMMUNITIES.
CHANGING LIVES.**

BLACK AND WHITE *Ball*

MISSION

Greater Milwaukee Urban League leads through education, employment, and empowerment to achieve economic vibrancy and access to all industries and disciplines positioning individuals to create wealth and live a better quality of life.

EXECUTIVE COMMITTEE

Margaret Bailey-Stewart

Board Chair
Director, Government & Community
Strategy Midwest Region
Charter Communications

Amy Hanneman

1st Vice Chair
Vice President, Diversity & Inclusion
Northwestern Mutual

Dr. Joseph Kerschner

2nd Vice Chair
Community Volunteer

Craig Simpkins

Treasurer
Global Leader, Finance, Early Talent
Development
Johnson Controls

Danielle Bly

Secretary
Vice President Supplier Diversity
WEC Energy Group

Dr. Eve M. Hall

President & CEO ex-officio
Greater Milwaukee Urban League

BOARD MEMBERS

Jesse L. Byam-Katzman

Senior Counsel
Foley & Lardner

Mellinda Devese

Vice President Global Integrated
Supply Chain GE Healthcare
GE Healthcare

Stan Dillon

Community Volunteer

Treanna Evans

Director, Supply Chain Strategic
Partnerships Molson Coors Beverage
Company

Kevin Hunter

Director of Retail Strategy & Bank-
Wide Transformation
Associated Bank

Dr. Mark W. Lodes

Chief Medical Officer and VP
Population Health and Medical
Education
Froedtert and Medical College of
Wisconsin Co-Director, Health Systems
Management & Policy Pathway

Shelton McClure

Business Banking Market Leader- WI
U.S. Bank

Henry Mohr

General Manager of the Madison and
Milwaukee Market
Reyes Coca-Cola Bottling

Jessica Noth

VP, Regional Manager, WI/Plains
Community & Homeownership
Advancement
BMO

Najeeb Rabadi

GM/VP Wisconsin Group
Enterprise Mobility

Dorinthia Robinson

President
Greater Milwaukee Urban League
Guild National Council of Urban
League Guilds

Jordan Roman

President
Greater Milwaukee Urban League
Young Professionals

Jennifer Schomburg

President
Aurora St. Luke's Medical Center and
Aurora Metro Milwaukee Group

Alec Smyczek

General Counsel
Milwaukee Tool

Danielle White

Assistant General Counsel Corporate
Securities & Governance
Rockwell Automation, Inc.

\$100,000 PRESENTING SPONSOR

- Three premier tables of eight
- Exclusive meet & greet with the artist
- Speaking opportunity during the BWB event
- Brand logo recognition in all event marketing collateral; print, webpage, electronic and social media
- Red carpet interview by well-known influencer
- Full-page ad on souvenir program
- Equal Opportunity Day table of eight
- Acknowledgment in the Annual Report
- Milwaukee Business Journal Thank You ad
- Special corporate gift
- Other opportunities negotiable

\$75,000 PLATINUM SPONSORS

- Two VIP tables of eight
- Logo recognition in all electronic media platforms, print, and BWB webpage
- Red carpet interview by well-known influencer
- Full-page ad in premium position in souvenir program
- Equal Opportunity Day table of eight
- Acknowledgment during the Annual Black and White Ball Program
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad
- Other opportunities negotiable

Deductible amount \$71,500**\$50,000 GOLD SPONSORS**

- One VIP table of eight
- Logo recognition in all electronic media platforms, print, and BWB webpage
- Red carpet interview by well-known influencer
- Full-page ad in premium position in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo

Deductible amount \$46,500**\$25,000 SILVER SPONSORS**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Red carpet interview by well-known influencer
- Half-page ad in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo

Deductible amount \$21,500**\$15,000 BRONZE SPONSORSHIP**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Red carpet interview by well-known influencer
- Quarter-page ad in souvenir program
- Equal Opportunity Day table of eight
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$11,500**\$10,000 MILESTONE SPONSORS**

- One table of eight
- Logo recognition in souvenir program
- Red carpet interview by well-known influencer
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$7,500**\$5,000 FUTURE LEADERS' SPONSORS**

- One table of eight
- Logo recognition in souvenir program and BWB webpage
- Recognition in the Greater Milwaukee Urban League's Annual Report
- Corporate logo in the Milwaukee Business Journal Thank You ad

Deductible amount \$3,000**EVENT SPONSORSHIPS:**

- Red Carpet
- Valet Parking
- VIP Reception

\$300 INDIVIDUAL IN-PERSON TICKET

- One guest ticket to attend in-person ticket

Deductible amount \$100**\$1,000 AD**

- Two guest tickets
- Half-Page Ad

\$750 AD

- Half-page Ad

FOR SPECIAL SPONSORSHIP OPPORTUNITIESEmail fperrysmith@tmul.org for more details!



**Greater Milwaukee
Urban League**



**Saturday
November 1, 2025**

SPONSORSHIP RESERVATION FORM

SPONSORSHIP DEADLINE: FRIDAY, OCTOBER 3, 2025

- ☐ \$100,000 Presenting Sponsor
- ☐ \$75,000 Platinum Sponsor
- ☐ \$50,000 Gold Sponsor
- ☐ \$25,000 Silver Sponsor
- ☐ \$15,000 Bronze Sponsor
- ☐ \$10,000 Milestone Sponsor
- ☐ \$5,000 Future Leaders Sponsor
- ☐ \$300 Individual In-Person Ticket
- ☐ \$1,000 Ad
- ☐ \$750 Ad
- ☐ \$_____ I am unable to attend,
please accept my donation.

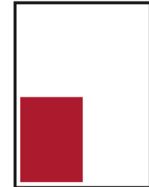
Ad sizes for souvenir program:



FULL PAGE
7"W X 11"H



HALF PAGE
7"W X 5.5"H



QUARTER PAGE
3.5"W X 5.5"H

CONTACT PERSON _____ TITLE _____

ORGANIZATION NAME _____

ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

☐ **CHECK ENCLOSED** Make payable to: The Greater Milwaukee Urban League

☐ **PLEASE INVOICE FOR THE AMOUNT DUE**

☐ **CREDIT CARD** ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

☐ **PLEASE INVOICE US FOR THE AMOUNT DUE: \$ _____**

Please mail check to:
GREATER MILWAUKEE URBAN LEAGUE
BLACK AND WHITE BALL
435 West North Avenue | Milwaukee, WI 53212

For more non-sponsorship information, contact:
Florida Perry-Smith at 414.975.8200 or
fperrysmith@tmul.org.

**Please email completed registration form
and high-resolution PDF of your ad to**
fperrysmith@tmul.org.

AD DEADLINE: FRIDAY, OCTOBER 10, 2025
Digital Event Program Book: 8.5" x 11"

Contributions are tax-deductible to the extent allowed by law.