



Urban League of
Louisiana

DECLARATION

EQUITY, INNOVATION, & BLACK FUTURES

ERNEST N. MORIAL CONVENTION CENTER

OCTOBER 14-15 2026

EMPOWERMENT & POLICY CONFERENCE AND GALA

SPONSORSHIP OPPORTUNITIES

EARN, OWN, & PROSPER

TELL OUR STORY & ADVOCATE

PARTICIPATE & BE PROTECTED

LIVE WELL & THRIVE

Urban League of Louisiana is one of 94 affiliates of National Urban League, founded in 1910 in New York. The mission of Urban League of Louisiana is to build a Louisiana where Black and other people of the global majority have economic self-reliance, generational wealth, civil rights, and equitable representation. ULLA's core work is focused on three key issue areas: Health & Wellbeing, Generational Wealth, and Housing Stability. ULLA strategies include convenings and events, programs, policy advocacy, and narrative change.

The Urban League is a nonprofit, non-partisan, community-based organization and a participating agency of the United Way. For more information on Urban League of Louisiana, visit us online at www.urbanleaguela.org.

DEAR URBAN LEAGUE FRIENDS AND SUPPORTERS:

The Urban League of Louisiana's Empowerment & Policy Conference, created in 2019 in partnership with the Louisiana Legislative Black Caucus, has become one of the most impactful convenings of stakeholders across Louisiana, designed to engage, inform, and ignite collective action to advance equitable outcomes for African American and other underserved communities. Our Annual Gala remains one of the largest and most recognizable fundraisers supporting our mission across the state.

2026 marks a pivotal moment for our nation and our work. As the United States approaches its 250th anniversary, this year's Conference and Gala will serve as a powerful platform to reflect on the promise of our democracy while advancing a bold, forward-looking agenda centered on equity, innovation, and shared prosperity. Together, we will explore what it means to translate vision into action, moving from promise to policy and from policy to power for communities across Louisiana and beyond.

At the Urban League of Louisiana, this work is not theoretical, it is lived and delivered every day. We are preparing individuals for meaningful participation in today's workforce, equipping small businesses with the tools to grow and scale, and ensuring that our youngest learners build strong early foundations. We are supporting high school students as they navigate pathways to college, careers, and life, while also addressing critical gaps in health access and outcomes across our communities. These efforts underscore both the urgency and the responsibility to convene leaders, partners, and stakeholders to align solutions that drive lasting impact.

We are excited to host these two signature events October 14-15, 2026, in New Orleans, Louisiana. The Conference and Gala will provide dynamic opportunities for attendees and special guests to network, engage in critical dialogue, highlight innovative solutions, and celebrate leaders and organizations driving measurable impact. This convening also serves as a moment to honor the continued work of the Urban League of Louisiana in building pathways to economic self-reliance and generational wealth.

The Conference and Gala will attract a diverse and influential audience, including corporate sponsors, local businesses, civic and community leaders, policymakers, and public officials from across Louisiana and the nation.

Enclosed, please find information outlining various sponsorship opportunities for your consideration. Your partnership enables us to continue delivering impactful programming and advancing solutions across education, workforce development, entrepreneurship, health, and policy.

Should you need any additional information regarding this proposal, please contact Cathy Washington at cwashington@urbanleaguela.org or Judy Reese Morse at jmorse@urbanleaguela.org. Thank you for your consideration. We look forward to partnering with you to advance this important work.



Judy Reese Morse
President & CEO, Urban League of Louisiana



URBAN LEAGUE OF LOUISIANA AREAS OF IMPACT

HEALTH & WELLBEING EDUCATION & YOUTH DEVELOPMENT

- Clarence L. Barney Headstart Center
- Family Engagement Center
- Urban League Project Ready
- Education Equity Program

GENERATIONAL WEALTH WORKFORCE DEVELOPMENT

- SkillUp Louisiana Multi Industry Apprenticeship Program
- Young Adult Reentry Program
- Pathways Home 3 Reentry Program
- Technology Opportunity Hub
- Business Services Hub
- Career & Resource EXPOs

ENTREPRENEURSHIP & INNOVATION

- Women's Business Resource Center
- Contractor's Resource Center
- Scale UP! Louisiana
- Start Up! Louisiana
- PepsiCo Restaurant Accelerator Program
- Walmart Women in Retail Program
- Louisiana Economic Development Small and Emerging Business Development Program
- Intermediary
- Louisiana Department of Transportation and Development Small Business Development
- Program (Region B)
- Connect to Capital Program



PUBLIC POLICY & ADVOCACY

- Annual Policy & Empowerment Conference
- Education Equity Research
- Health Equity
- Healthy Food Access
- Criminal Justice Reform
- Annual Legislative Agenda
- Wake Up Geaux Vote
- Redistricting Louisiana
- By The People Debate Series
- SEE Change Collective to Close the Racial Wealth Gap
- The BIG Health Event

VOLUNTEER AUXILIARIES

- Urban League of Louisiana Young Professionals
- Urban League of Louisiana Guild

DELIVERING IMPACT



In 2025, the Entrepreneurship & Innovation team hosted 4 cohorts of its “Connect to Capital Louisiana: Small Business Capital Readiness Program” (C2CLA) for small businesses sponsored by Louisiana Economic Development. C2CLA provides a holistic approach to supporting socially and economically disadvantaged individuals with information to access capital through the State Small Business Credit Initiative, SBA funding programs, equity investment, and other sources of capital.



We connected 1099 career seekers to opportunities at our Multi-Industry and Energy Career & Resource EXPOs, with over 50 employer partners in participation during the 2025 National Apprenticeship Day, Second Chance Week, and National Workforce Development Month.



We partnered with Ochsner Health to combat health inequities with our 5th BIG Health Event in New Orleans providing free health screenings, candid conversations, cooking demonstrations, and fitness.



Offered 768 hours of college and career readiness achieved by Project Ready students, paired with academic/ enrichment support through after-school tutoring, summer learning, and STEM activities.



We provided apprenticeship training for 155 individuals in Cybersecurity, Automobile Service Technicians, and Construction through a \$1.2 million federal appropriation through Congressman Troy Carter.



In 2025, the Entrepreneurship & Innovation team completed its fifth and final cohort of the PepsiCo Restaurant Accelerator Program (RAP), presented with the National Urban League and sponsored by the PepsiCo Foundation. Part of a \$10 million national investment supporting small food service businesses, the program has aimed to strengthen 500 restaurateurs, food truck owners, and caterers over five years. Through ULLA’s Entrepreneurship & Innovation services, the 2025 RAP delivered industry-specific training on growth strategies, food costing, branding, and marketing, supported by experts from PROOF. Participants also received one-on-one guidance from food service consultants. ULLA awarded ten 10,000 grants in 2025 to Louisiana based-operators, bringing total direct investments over the five-year program to \$500,000.



The SEE CHANGE Collective launched a comprehensive public awareness and education campaign in partnership with the TogetherUp Institute. As the Collective’s backbone organization, the Urban League of Louisiana is leading this initiative to raise awareness about the wealth gap and promote a shared vision for regional prosperity. A key partner, The Data Center, released its groundbreaking National Data – Local Wealth Profiles & Insights report, offering comprehensive economic data across every U.S. metropolitan area. The methodology and community-driven approach pioneered by the SEE CHANGE Collective are now inspiring similar efforts nationwide, positioning ULLA’s regional model as a blueprint for closing wealth gaps across the country.

2025 CONFERENCE SUMMARY AND EVALUATION

4 VITAL TRACKS

HEALTH EQUITY

WEALTH GENERATION

CIVIL RIGHTS

AUTHORS & ADVOCACY

2

Days

1,000+

Registrants

20

Impactful
Discussions

70

Panelists &
Speakers

36

Generous
Sponsors

60

Youth Summit
Students

NOTABLE PAST GUESTS



Marc Morial
CEO, National
Urban League



**Symone Sanders
Townsend**
Political Strategist
& Commentator, MSNBC



CJ McCollum
NBA Star



Swin Cash
Former WNBA Star and New
Orleans Pelicans VP



Angela Rye
Political Commentator



Mitch Landrieu
Former Senior Advisor
to the President,
Infrastructure Lead



Dr. Andre Perry
Fellow,
Brookings Institute



Sharon Weston Broome
Former Mayor/President,
Baton Rouge



Bill Bynum
CEO,
Hope Credit Union



**Angela Glover
Blackwell**
Founder in Residence,
Policy Link



Ashley Gardere
President, Policy
Link



Bakari Sellers
CNN Commentator

6TH ANNUAL EMPOWERMENT & POLICY CONFERENCE : DECLARATION EQUITY, INNOVATION, & BLACK FUTURES

OCTOBER 14, 2026

The annual Empowerment and Policy Conference is a statewide convening designed to examine systems, influence policy decisions, and drive changes that positively impact African American and other underserved communities. The conference brings together national and local experts, policymakers, and community leaders to engage in timely discussions, build connections across the state, and advance solutions that matter most. It also serves as a platform to elevate research and data that inform legislative priorities and shape future policy across Louisiana.

In 2026, as the nation marks its 250th anniversary amid a shifting political and economic landscape, the Urban League of Louisiana presents a forward-looking convening focused on defining what freedom, prosperity, and democracy must look like for the next era. This conference will spotlight both the structural challenges facing Black Louisianans and the policy and innovation-driven solutions required to advance equity and economic mobility statewide.

The program will feature plenary sessions and keynote conversations organized around four core tracks:

- **The Right to Live Well & Thrive (Health & Wellbeing)**
Health equity, environmental justice, mental health, and climate resilience.
- **The Right to Earn, Own & Prosper (Generational Wealth & Innovation)**
Entrepreneurship, workforce development, homeownership, capital access, and the innovation economy.
- **The Right to Participate & Be Protected (Civil Rights & Democracy)**
Voting rights, educational equity, public safety, and constitutional protections.
- **The Right to Tell Our Story & Advocate (Authors & Advocacy)**
Narrative, journalism, cultural influence, and advocacy shaping public policy and civic engagement.

Together, these tracks position the conference as a solutions-driven platform to advance equitable growth, strengthen communities, and help shape Louisiana's future.



MEDIA COVERAGE

The Conference and Gala has garnered substantial media coverage over the years including:



“

In the Words of Past Conference Attendees

“The organization of the conference was well done. It was akin to a master class.”

“I thought the sessions were well thought out, my only issue was that I couldn't attend them all.”

“Each of the plenary sessions was packed with information and quality speakers and moderators. I loved the breadth and diversity of the topics covered in the plenary sessions.”

“Everything was perfect. The professionals who staffed these areas were not just professional but they were extremely helpful and respectful.”

”

CONFERENCE HIGHLIGHTS

- Press Conference to unveil conference agenda and notable speakers
- Conference luncheon
- Conference sessions on all content areas

INTEGRATED MARKETING

Urban League of Louisiana implements an integrated marketing and creative approach aimed at fully leveraging and combining digital technology, traditional marketing vehicles and our assets to ensure maximum value-add and results for our partners.



2025 GALA SUMMARY AND EVALUATION

900+

Attendees

70

Sponsors



GALA CHAIRPERSON

Jim Cook

President,
Ernest N. Morial Convention Center

CHANGEMAKER HONOREES

Glenda McKinley

President/Creative Director,
GMc+Co. Advertising Founder,
McKinley Studios

Lamar Gardere

Executive Director,
The Data Center

Ronald Chisom

Author, Civil rights activist/
Co-founder, The People's
Institute for Survival and Beyond

Rhaoul Guillaume

President and Founder,
GOTECH Inc.

Asali Devan Ecclesiastes

Chief Equity & Executive Officer,
Ashe` Cultural Arts Center

Christy Slater

Former CEO and President,
Foundation For Louisiana

Colette Pichon Battle, Esq.

Partner, Vision & Initiatives,
Taproot Earth

Stephanie McKee-Anderson

Executive Artistic Director,
Junebug Productions

Dr. Andre Perry

Author, Senior Fellow and
Director of the Center for
Community Uplift, The Brookings
Institution

Maxine Prescott Sarpy

Civil Rights Trailblazer,
Pioneer, and Icon, Co-Founder
of Blacks United for Lasting
Leadership and North Louisiana
Civil Rights Coalition (NLCRC)



SPONSORSHIP OPPORTUNITIES

SUSTAINING THE MOVEMENT SPONSOR: \$250,000+

- CEO to serve as conference and gala chairperson
- Recognition as *Sustaining the Movement Sponsor*
- Media opportunity that helps promote the conference and gala, plus recognition at September-October events.
- Co-host the pre-gala ULLA President & CEO VIP Reception
- CEO remarks at opening session and conference luncheon
- Logo included on signage at conference and gala venue (8)
- Logo included on conference and gala website
- Logo on e-blast announcements promoting the conference & gala
- Full color ad in the conference program
- Logo in conference and gala digital program
- Logo on conference bag (1000)
- Promo video to be shown at the gala (2 minutes)
- CEO mention and quote in a conference press release
- CEO welcome page in the conference program guide
- CEO remarks at the press conference (kick-off event)(3 minutes)
- CEO remarks at Urban League Annual Gala
- CEO (or senior executive) access to green rooms for photo ops at select major events
- 20 conference registrations
- Product inclusion in conference bags
- Ticket package inclusive of 2 tables at the Sybil Haydel Morial Empowerment & Policy Luncheon, 2 tables at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (20 VIP tickets)
- Opportunity to host an exclusive conference chairperson reception
- Social media exposure (30x)
- Recognition as the Conference App Sponsor
- One-year recognition as an employer partner on Urban League’s Workforce Career Services with unlimited job posts, banner ad and video

Fair Market Ticket Value: \$4,400
Ad Value: \$2,000
Tax-Deductible: \$243,600

SPONSORSHIP OPPORTUNITIES

EQUALITY BENEFACTOR: \$150,000

- CEO to serve as conference and gala co-chairperson
- Opportunity to Sponsor a full Conference Track
- Co-host the ULLA President & CEO VIP Reception preceding Gala
- CEO remarks at Opening Session and Conference Luncheon
- Media opportunity that helps promote the conference and gala, plus recognition at September-October events.
- Logo included on conference and gala website
- Logo included on signage at conference and gala venue (6)
- CEO welcome message and full page color ad in the conference program guide
- Video to be shown at Gala (2 minutes)
- CEO remarks at the press conference (kick- off event) (3 minutes)
- CEO remarks at Urban League Annual Gala
- CEO (or senior executive) access to green rooms for photo ops at select major events
- Product inclusion in conference bags
- Logo in gala digital program
- 15 conference registrations
- Ticket package inclusive of 1 table at the Sybil Haydel Morial Empowerment & Policy Luncheon, 2 tables at the Urban League Annual Gala, and the ULLA President & CEO & Gala Chairperson Reception (15 VIP tickets).
- Social media exposure (20x)
- 6-month recognition as an employer partner on Urban League’s Workforce Career Services with unlimited job posts and company logo

Fair Market Ticket Value: \$3,675
Ad Value: \$1,500
Tax-Deductible: \$144,825

OPPORTUNITY BENEFACTOR: \$100,000

- CEO to serve as conference and gala co-chairperson
- Opportunity to Sponsor a full Conference Track
- Logo included on conference and gala website
- Media opportunity that helps promote the conference and gala, plus recognition at September-October events.
- Logo included on signage at conference and gala venue (6)
- CEO welcome message and Full page color ad in the conference program guide
- Video to be shown at Gala (2 minutes)
- CEO Remarks at the Conference Luncheon and Gala (3 minutes)
- Product inclusion in conference bags
- 10 conference registrations
- Ticket package inclusive of 1 table for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA President & CEO & Gala Chairperson Reception (15 VIP tickets).
- Social media exposure (15x)
- 3-month recognition as an employer partner on Urban League’s Workforce Career Services with unlimited job posts and company logo

Fair Market Ticket Value: \$2,575
Ad Value: \$1,500
Tax-Deductible: \$95,925

SPONSORSHIP OPPORTUNITIES

DIAMOND BENEFACTOR: \$75,000

- Full page color ad in the conference program guide
- CEO/Company Executive speaking opportunity at 2 conference panel sessions.
- Invitation to place company signage at 2 conference panel sessions
- Logo included on signage at conference and gala venue (4)
- Logo included in conference and gala digital program
- Logo included on ULLA website
- Social media exposure (10x)
- 8 conference registrations
- Ticket package inclusive of 1 table for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (10 VIP tickets)
- 2-month recognition as an employer partner on Urban League’s Workforce Career Services with 10 job posts and company logo

Fair Market Ticket Value: \$2,200
Ad Value: \$1,500
Tax-Deductible: \$71,300

PLATINUM BENEFACTOR: \$50,000

- Half page color ad in the conference program guide
- CEO/Company Executive speaking opportunity at 1 conference panel session
- Invitation to place company signage at 1 conference panel session
- Logo included on signage at conference and gala venue (4)
- Logo included in conference and gala digital program
- Logo included on ULLA website
- Social media exposure (6x)
- 6 conference registrations
- Ticket package inclusive of 1 table for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (10 VIP tickets)
- 1-month recognition as an employer partner on Urban League’s Workforce Career Services with 6 job posts and company logo

Fair Market Ticket Value: \$2,150
Ad Value: \$750
Tax-Deductible: \$47,100

SPONSORSHIP OPPORTUNITIES

GOLD BENEFACTOR: \$25,000

- Half page color ad in the conference program guide
- Logo included in conference and gala digital program
- Company logo on ULLA website
- Logo acknowledged during gala digital program and on AV screen
- 4 conference registrations
- Ticket package inclusive of 6 tickets for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (6 VIP tickets)
- 2 weeks recognition as an employer partner on Urban League’s Workforce Career Services with 6 job posts and company logo`

Fair Market Ticket Value: \$1,760
Ad Value: \$750
Tax-Deductible: \$22,490

SILVER BENEFACTOR: \$10,000

- 1/4 page ad in the conference program guide
- Name listing in gala digital program
- Company logo on ULLA website
- Logo acknowledged during gala digital program and on AV screen
- 2 conference registrations
- Ticket package inclusive of 4 tickets for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (4 VIP tickets)
- 2 weeks recognition as an employer partner on Urban League’s Workforce Career Services with 6 job posts and company logo

Fair Market Ticket Value: \$1,840
Ad Value: \$350
Tax-Deductible: \$7,810

SPONSORSHIP OPPORTUNITIES

BRONZE BENEFACTOR: \$6,000

- Name listing in conference and gala digital program
- 1 conference registration
- Ticket package inclusive of 3 tickets for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (3 VIP tickets)

Fair Market Ticket Value: \$1,430
Tax-Deductible: \$4,570

BENEFACTOR: \$3,000

- Name listing in conference and gala digital program
- Name listing on ULLA Website
- Ticket package inclusive of 1 ticket for the Sybil Haydel Morial Empowerment & Policy Luncheon, and 1 table at the Urban League Annual Gala, and the ULLA CEO & Gala Chairperson Reception (2 VIP tickets)

Fair Market Ticket Value: \$1,260
Tax-Deductible: 1,740

INDIVIDUAL TICKETS

- Gala Ticket: \$300 each
- Sybil Haydel Morial Empowerment & Policy Luncheon Ticket: \$75 each

GUIDE ADVERTISEMENT

- Full Page: \$2,500
- Half Page (horizontal): \$1,500
- Quarter Page: \$750

SPONSORSHIP FORM

COMPANY _____

CONTACT NAME _____ EMAIL ADDRESS _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____ FAX _____

SPONSORSHIP LEVEL (PLEASE CHECK ONE)

☐ \$250,000+ | SUSTAINING THE
MOVEMENT SPONSOR

☐ \$150,000 | EQUALITY BENEFACTOR

☐ \$100,000 | OPPORTUNITY BENEFACTOR

☐ \$75,000 | DIAMOND BENEFACTOR

☐ \$50,000 | PLATINUM BENEFACTOR

☐ \$25,000 | GOLD BENEFACTOR

☐ \$10,000 | SILVER BENEFACTOR

☐ \$6,000 | BRONZE BENEFACTOR

☐ \$3,000 | BENEFACTOR

☐ \$300 | PATRON GALA TICKETS

QUANTITY _____

☐ \$75 | INDIVIDUAL LUNCHEON TICKETS

QUANTITY _____

FULL COLOR SOUVENIR JOURNAL ADVERTISEMENTS

☐ \$2,500 | FULL-PAGE

5.5" (WIDTH) X 8.5" (HEIGHT)

☐ \$1,500 | HALF-PAGE

5.125" (WIDTH) X 4" (HEIGHT)

☐ \$750 | QUARTER-PAGE

2.5" (WIDTH) X 4" (HEIGHT)

EMAIL CAMERA-READY ARTWORK TO:

COMMUNICATIONS@URBANLEAGUELA.ORG

DEADLINE: SEPTEMBER 15, 2026

(File for artwork must be a .PDF at 300 dpi)

SUBMIT COMPLETED FORM

MAIL: 4640 S. CARROLLTON AVENUE, SUITE 210, NEW ORLEANS, LA 70119

EMAIL: JMORSE@URBANLEAGUELA.ORG AND CWASHINGTON@URBANLEAGUELA.ORG

OR SUBMIT BELOW

MAKE CHECKS PAYABLE TO URBAN LEAGUE OF LOUISIANA.

FOR MORE INFORMATION, CALL CATHY WASHINGTON AT (504) 620-2332

SUBMIT



DECLARATION

EQUITY, INNOVATION, & BLACK FUTURES

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