



# Annual Sponsorship Brochure 2023-2024

Education. Leadership. Service

# Our Mission

## Rooted in Uplifting Black Youth



YBLA develops young Black men and women into leaders who positively impact their community and the world.

We provide access and opportunities to transformational experiences and leadership development programming for young leaders from high school through college graduation into their professional careers creating a pathway to economic mobility.

# Our History

## Over 17 Years of Building Leadership Equity

Young Black Leadership Alliance (YBLA) is the visionary product of two former organizations—Young Black Men and Young Black Women, founded in 2006 and 2015 respectively by husband and wife servant leaders John and Tammy Martin. Now after more than 17 years of operation, YBLA has created a global leadership pipeline, comprising of nearly 1,000 Black Charlotte youth.

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YBLA has been successfully working with black students, parents and community partners for over 15 years. We have the knowledge, experience and best practices needed to work effectively with young leaders and their families. Our staff and volunteers bring expertise from the corporate, non-profit and education fields. We have forged several strategic relationships with colleges, universities, and businesses that allow us to connect our students to leadership, college, and career-related opportunities.

# Our Flagship Program

## Ambassador Program

The YBLA Ambassador Program is specifically designed for high-achieving, college-bound Black students who are committed to being servant leaders and making a positive impact through service. As Ambassadors, they represent the core values of our organization, embodying our commitment to leadership, service, and education. YBLA Ambassadors are emerging Black leaders who are making a positive impact in the world.

Through the program, Ambassadors connect with other accomplished and like-minded Black students. They receive comprehensive leadership training, engage in local and international community service projects, interact with corporate executives and leaders, and embark on transformative travel experiences worldwide.

**100%**

**Highschool Graduation Rate**

**98%**

**College Attendance**

**96%**

**College Graduation Rate**



# We Build Leaders

## Core Pillars



Leadership



Service



Education

## Impact by the Numbers

**20,000+** Meals & school supplies provided to students in Charlotte

**12,000+** Scholars participate in YBLA programs

**5,000+** Hours dedicated towards college preparation

**1,000+** Youth received leadership development training

**600** Hours of literacy education support provided

**300** Elementary school students mentored

# Invest in Education Equity

## Current Major Donors



# Invest in Leadership Equity

## Sponsorship Benefits

### **BELONGING SPONSOR: \$25,000**

#### Brand Recognition

- ✓ Recognition as "Belonging" sponsor on Legacy Builders gala invitations and website
- ✓ Recognition as sponsor for MLK Day of Service event
- ✓ Opportunity to invite 10 employees to MLK Day of Service Event
- ✓ Opportunity to speak on stage during MLK Day of Service
- ✓ Recognition as a year-round program sponsor for one (1) YBLA flagship program
- ✓ Company logo featured on event signage
- ✓ Corporate logo featured on select gala and program marketing materials
- ✓ Social media post recognizing sponsorship

#### Corporate Employee Gala Benefits

- ✓ One prominently placed company reception table at YBLA gala on April 20, 2024
- ✓ Exclusive invitation for 2 guests to VIP Reception
- ✓ Corporate employee volunteer opportunities for YBLA events and virtual engagements

### **JUSTICE SPONSOR: \$15,000**

#### Brand Recognition

- ✓ Recognition as "Justice" sponsor on Legacy Builders gala invitations and website
- ✓ Opportunity to invite 5 employees to MLK Day of Service Event
- ✓ Recognition as a year-round program sponsor for one (1) YBLA flagship program
- ✓ Company logo featured on event signage
- ✓ Corporate logo featured on select gala and program marketing materials
- ✓ Social media post recognizing sponsorship

#### Corporate Employee Gala Benefits

- ✓ One company reception table at YBLA gala on April 20, 2024
- ✓ Corporate employee volunteer opportunities for YBLA events and virtual engagements

### **EQUALITY SPONSOR: \$10,000**

#### Brand Recognition

- ✓ Recognition as "Equality" sponsor on website
- ✓ Recognition as a year-round program sponsor for one (1) YBLA flagship program
- ✓ Company logo featured on event signage
- ✓ Corporate logo featured on select gala and program marketing materials

#### Corporate Employee Gala Benefits

- ✓ One company reception table at YBLA gala on April 20, 2024
- ✓ Corporate employee volunteer opportunities for YBLA events and virtual engagements
- ✓ Social media post recognizing sponsorship

# Invest in Leadership Equity

## Sponsorship Benefits

### **AUTHENTICITY SPONSOR: \$5,000**

#### Brand Recognition

- ✓ Recognition as "authenticity" sponsor on website
- ✓ Company logo featured on select gala and program marketing materials
- ✓ Social media post recognizing sponsorship

#### Corporate Employee Gala Benefits

- ✓ One company reception table at YBLA gala on April 20, 2024
- ✓ Corporate employee volunteer opportunities for YBLA events and virtual engagements

### **OPPORTUNITY SPONSOR: \$2,500** *(Small Businesses only-10 or less employees)*

#### Brand Recognition

- ✓ Recognition as "Opportunity" sponsor on website
- ✓ Company name featured on select gala and program marketing materials

#### Corporate Employee Gala Benefits

- ✓ One company reception table at YBLA gala on April 20, 2024

**For questions or more information about YBLA Sponsorships**

Contact Witnie Martinez, Founder and CEO

Absolute Impact Consulting

(704) 491-4903 | [Witnie@TheAbsoluteImpact.com](mailto:Witnie@TheAbsoluteImpact.com)