

# 90TH ANNIVERSARY SPONSORSHIP PACKAGE



“A BIGGER VISION  
for Growing Enterprises”

**ATLANTA BUSINESS LEAGUE**  
1933 - 2023



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## The Atlanta Business League's 90th Anniversary Overview

Since 1933, The Atlanta Business League (ABL) has helped to shape metro economies by providing access to resources and assistance in forging better regulations and standards to help local businesses thrive. The ABL's 90th Anniversary initiatives are a community-led approach built on decades of experience working alongside community stakeholders, local business owners, and residents in Atlanta and surrounding areas.

### The Atlanta Business League's 90th Anniversary Initiatives include:

- **90th Anniversary Celebration Fundraising Gala**
- **90th Anniversary Capital Campaign**

#### Anniversary Celebration Fundraising Gala

This signature event will be held on November 11, 2023, at the Atlanta Marriott Marquis at 6 pm. The ABL will engage with business leaders, community stakeholders, and others to celebrate historic milestones that have led to ABL's 90th Anniversary. During the event, we will recap and recognize ABL's achievements in 2023 and recognize an African-American business that has been in operation continuously for 25 years or more during a formal induction ceremony into the *ABL Business Hall of Fame*. ABL will share the impact of its mission-centric programs and services, and guests will be encouraged to participate in meaningful fundraising activities in support of ABL's 2024 Capital Campaign. Event sponsorship opportunities are available and include several marketing and public relations benefits. **Event Sponsorship details are attached for review and consideration.**

The Atlanta Business League's 90<sup>th</sup> Anniversary Fundraising Gala aims to support a cause close to our hearts, and your attendance would make a significant impact. To ensure that you and your guests have a wonderful experience, we are offering the opportunity to *purchase a table at the event*.

- Table for 10 guests
- Cost: \$2,500
- Inclusions: Premium seating, 90<sup>th</sup> Anniversary Gift Bag, special recognition during the event.

By reserving a table, you will not only be securing your seats but also playing a vital role in contributing to our mission. Your generous support is invaluable in helping us make a difference for Black businesses in Atlanta. Your presence at the gala would mean the world to us, and we look forward to sharing this special evening with you. Thank you for your continued support and dedication to our cause. Together, we can make a lasting impact. We hope to see you at the gala! To confirm your table or sponsorship at our gala, please complete the attached REPLY FORM and return it to us by **November 1, 2023**. You can also contact *Quentin White* at [qwhite@atlantabusinessleague.org](mailto:qwhite@atlantabusinessleague.org) or (404) 584-8126 for any inquiries or assistance with your reservation.

#### Anniversary Capital Campaign

The 90<sup>th</sup> Anniversary Capital Campaign seeks to enhance and revitalize the 800 block of MLK Jr. Drive and Joseph Lowery Blvd and comprises a portion of the corridor that we respectfully refer to as the "Heritage Trail". The Trail is a vital one-mile stretch of territory that spans from Northside Drive to Booker T. Washington High School. This area celebrates the legacies of renowned leaders in Atlanta as evident in statues, building plaques, and other symbolic measures that line the corridor in tribute to them. Though the area has experienced massive growth, it has also succumbed to rapid deterioration and blight. The surge of abandoned properties and disproportionately poor and unstable neighborhoods has led to the immediate actions and the formation of the ABL 90<sup>th</sup> Anniversary Capital Campaign - Heritage Trail Re-Development Project. *The Capital Campaign will include the renovation of the Ashby Street Theater and ABL Headquarters.* In collaboration with merchants and a host of community stakeholders, the capital initiatives are supported by several City of Atlanta Councilmen/women. Below are Capital Campaign investment opportunities for review and consideration. Please contact ABL President & CEO *Leona Davenport*, at [ldavenport@atlantabusinessleague.org](mailto:ldavenport@atlantabusinessleague.org) or Director of Operations, *Terrisita Terry* at [tterry@atlantabusinessleague.org](mailto:tterry@atlantabusinessleague.org) for additional details and information.



## 2023 90<sup>th</sup> Anniversary Celebration

SPONSORSHIPS BENEFITS / RATES	PRESENTING Sponsor	TITLE Sponsor	GOLD Sponsor	SILVER Sponsor	BRONZE Sponsor
	\$40k	\$20K	\$10K	\$5K	\$3K
Exclusivity ( <b>1 Industry Each</b> )	✓				
Registrations: Presenting (20); Title (10); Gold (10) Silver (10); Bronze (10)	✓	✓	✓	✓	✓
Sponsor Logo on ALL Marketing Materials	✓	✓	✓	✓	✓
Sponsor Logo in Program Book	✓	✓	✓	✓	✓
Sponsor Recognition During the Event	✓	✓	✓	✓	✓
Serve as Program Participant	✓	✓			
Pre-recorded Sponsor Announcement/Remarks <b>AND</b> One (1) Commercial Ad (Up to 60 Seconds)	✓				
E-Blast Sent from Sponsor or Sponsor Representative (LIVE link to company website included)	✓	✓			
Full-page Color Ad in Program Book ( <b>OUTSIDE</b> Back Cover)	✓				
Full-page Color Ad in Program Book ( <b>INSIDE</b> Back Cover)		✓			
Full-page Color Ad in Program Book			✓		
Half-page Color Ad in Program Book				✓	
Quarter-page Color Ad in Program Book					✓
Sponsor Opportunity to Provide Company Promotional Item(s) <b>OR</b> Collateral Materials Distributed to Attendees*	✓	✓	✓	✓	✓
<b>*Provided by Sponsor. The Atlanta Business League reserves the right of final approval of all promotional items.</b>					



ATLANTA BUSINESS LEAGUE

# 2023 Sponsorship Reply Form

(Pt. 1 of 2)

## Company / Contact Information

Company:		Date:	
		/ /	
Address:		Phone:	
		( ) -	
City:	State:	Zip:	Fax Number:
			( ) -

## What Level Are You Interested in Sponsoring at?

	Sponsorship Level	Check Your Level
90th Anniversary/ Annual Meeting	Presenting (\$40K)	
	Title (\$20K)	
	Gold (\$10K)	
	Silver (\$5K)	
	Bronze (\$3K)	
90th Anniversary Table (10)	Table of Ten (\$2500)	

**Total:**



## 2023 Sponsorship Reply Form

(Pt. 2 of 2)

### Method of Payment

Check one:     Check                                     ACH\*\*

Name on Account: \_\_\_\_\_

Payment amount \$ \_\_\_\_\_

Check Number : \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**\*\*Contact ABL Client Services Manager, Quentin White [qwhite@atlantabusinessleague.org](mailto:qwhite@atlantabusinessleague.org) or  
call (404) 584-8126 for ACH deposit form.**

**Thank you for your interest in sponsorship!**

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