



May 29, 2019

Dear Community Partner,

Thank you for your support of the Broome County Urban League. In 2019, we are celebrating our 51st Anniversary of providing services to the Broome County community! Our celebration will be held on July 27, 2019 at Traditions. We are very proud of what we accomplished in 2018 and will continue working to expand and grow our services. Your continued partnership with our youth and family programs, job training and placement are paramount to our ongoing service operations. As we enter 2019 we look to the future - How did our programs do overall and where will we head in the coming year?

- **Job Placement** - Including our current BBAPI statistics, since 2014 the BCUL has been successful in the area of workforce and economic development and job training. Under these programs, we have served approximately 3200 individuals and we have an 83% completion rate, meaning these individuals have obtained additional training skills, completed soft skills training and/or have received a nationally recognized advanced technology certification from our ATTAIN Program. Of those individuals we have a 79% placement rate in employment and 28% in post-secondary educational or vocational program. This 79% success rate and looking at the cost of a single person receiving benefits, saved taxpayers \$42,470,000 annually. Because these individuals no longer require to be dependent on public assistance. As of 2018, 70% are still employed as we continue to follow and check in with them to ensure they overcome barriers.
- Also, I just wanted to let you know about our newest success story: On April 24, 2019 we took 14 people who were the latest class to finish their training and as of May 13, 2019, 13 of them have been employed by local businesses!
- **ATTAIN Technology Lab - Job Training and Technology Certifications** - In 2018 467 individuals certified and almost 600 utilizing our open technology lab for resumes, job applications.
- **ATTAIN Technology Lab** - received the **Lab of the Year Award** in 2015 and 2016 out of over 35 Labs across NYS.
- **After school and Summer Inclusion Programs** - served 200 children – 24 with special needs. 90% of our children are reading at or above their grade level and increased their overall grades by the end of the school year.



- **Lend A Hand and Center For Help Programs** - Since 2016 -Provided rent assistance, utility bill help, clothing, food, housing needs to over 1400 families/Individuals.
- **Respite Care Reimbursement** - Since 2016-Provided to 60 families to care for a disabled family member living in the home.
- **Non-Commercial Educational FM Radio Station 93.3 WJOB** - teaching site for youth and young adults in the area for media and communications - serving all of the Southern Tier and parts of Pennsylvania - reach 12,000 listeners every quarter hour.
- In 2015 - Received *I am Empowered Champion Award* from the National Urban League for the Most Improved Affiliate.
- In 2016 - Received the *Technology Makeover Grant* from Red Barn Computers in conjunction with Visions Federal Credit Union to makeover our 10-station community computer lab at our Carroll Street Location.

As we approach 51 years of service to the community, your continued and ongoing support will allow us to continue providing necessary services to those in need, now and into the next 51 years.

Enclosed you will find the different sponsorship levels for our 51st Annual Dinner which will be held on July 27, 2019 at 6pm at Traditions at the Glen in which you can participate. Thank you for considering us in partnership to provide ongoing community services and thank you for being a friend to the Urban League.

Respectfully,

*Jennifer Lesko*

Jennifer Lesko  
CEO/President  
Broome County Urban League

*Rhonda Plunkett*

Rhonda Plunkett  
Board Chair  
Broome County Urban League



*Event sponsorship support for the Broome County 51st Annual Dinner allows a greater percentage of funds raised to directly support programs for the children and families we serve with the opportunity for a better and more successful future. On behalf of our staff and program participants, thank you in advance for your consideration of this very critical investment in our community.*

***Flagship Sponsor \$1,000***

- *10 Reservations (1 table)—Table Signage*
- *Logo on Event Signage*
- *Sponsor Recognition from Podium*
- *Logo on Printed Marketing Materials and Press Releases*
- *Logo in Event Program*
- *Logo recognition on the agency website*
- *Logo and Link to Corporate Site featured on radio station website*
- *100- 30 second ad spots on radio station*

***Premier Sponsor - \$750***

- *10 Reservations (1 table)—Table Signage*
- *Logo on Event Signage*
- *Sponsor Recognition from Podium*
- *Logo on Printed Marketing Materials and Press Releases*

***Friends of the Broome County Urban League Sponsor - \$500***

- *5 Reservations*
- *Sponsor Recognition from Podium*



**Broome County  
Urban League**

*Empowering Communities.  
Changing Lives.*

**SPONSOR CONFIRMATION**

*Company/Organization/Individual Name*

---

*Sponsor Level/Gift Amount* \_\_\_\_\_

*Address* \_\_\_\_\_

*Primary Contact Name, Information*

---

*Payment Method    Check by Mail    Pay with Credit Card/Online/Phone*

*Make checks payable to: Broome County Urban League 51st Annual Dinner  
Please send payment to - 43-45 Carroll Street, Binghamton NY 13901- ATTN: CEO*

*Please send your payment, along with this sponsorship form, a high-resolution company logo,  
and camera-ready art ad by Monday, July 8, 2019. Call 723-7303 x101 with questions or to  
register. Thank you.*

**ADDITIONAL INFORMATION**

*Individual Event Ticket: \$50 each • More information about the Gala and sponsorships is  
available*

*Program Ads-  
Back cover- \$150.00  
Inside back cover \$100.00  
Full Page \$75  
Half Page \$40  
Quarter Page/ Business Card \$25  
Patrons \$10*

---

**43-45 Carroll Street, Binghamton, New York 13901**  
Phone: (607) 723-7303 • Fax: (607) 723-5827  
[www.bcul.org](http://www.bcul.org)

