ABC 2013 gala

Saturday, June 8, 2013
7PM–1AM
Martin’s West - 6817 Dogwood Rd. - Baltimore, MD 21244

YOUR LOGO CAN APPEAR HERE
OVERVIEW

Date & Time: Saturday, June 8, 2013
7:00 p.m.–1:00 a.m.

Place: Martin’s West
Windsor Mill, Maryland

Event: Join Baltimore Gas and Electric, COVERGIRL, LifeBridge Health, M&T Bank, Verizon, Wells Fargo, Whiting-Turner, The Will and Jada Smith Family Foundation, and many other corporations to raise funds for ABC. Promote your brand while networking and experiencing an evening of dinner, a short awards ceremony, dancing and jazz. Over 1,000 attendees from across the State are expected.

Theme: Honoring African Americans in Corporate Leadership

Event Chair: Chineta Davis
Retired Vice President, Northrop Grumman
ABC AT-A-GLANCE

MISSION

Associated Black Charities is a public foundation that facilitates the creation of measurably healthier and wealthier communities throughout the State of Maryland through responsible leadership and philanthropic investment.

OUR IMPACT

ABC...

- convenes stakeholders and works in collaboration with public and private organizations to address issues impacting the region
- facilitates a Strategic Collaborative representing more than 50 agencies working to close Maryland’s wealth gaps
- cultivates and fosters professionals from racially under-represented communities to serve on boards in the region through the Board Leadership Pipeline
- provides grants to providers of services in support of projects and initiatives that work toward better health and wealth outcomes for people, families and children in the following areas: Homeownership, Higher Education, Workforce Development/Career Training and Advancement, Asset Building and Financial Literacy, and Health Disparities
- helped hundreds of unemployed, under-employed and low-income City residents through workforce preparation and training in diverse careers including healthcare, customer service and laboratory science

STRATEGIC PRIORITIES

More in the Middle is focused on the economic health of the region designed to retain, attract and grow (move out of poverty) a greater African American middle class in Maryland. Through collaborative, policy and strategic interventions, More in the Middle aims to close the wealth gaps and impact health disparities in Maryland thus strengthening the competitiveness of the state and region.

Fiscal Administration. ABC manages grants and projects for public entities (government) and other non-profit organizations.
2013 GALA HIGHLIGHTS

Honorary Co-Chairs: Laura L. Gamble
Regional President, Greater Maryland
PNC
Anthony A. Lewis
Vice President Government Affairs, Mid Atlantic Region
Verizon Communications

Honorees: ICONS
Pamela Colbert
VP Quality Assurance, McCormick & Company
Robert Curbeam, Jr.
Vice President Mission Assurance, Raytheon Company
Adrian Johnson
Senior VP/CFO, MECU
Elizabeth Johnson
VP Special Projects, Martin’s Caterers
Honorable Mention
Harry Johnson
Partner, Whiteford Taylor & Preston
Lee Walker
President & CEO, Innovative Engineering Solutions

EMERGING LEADERS
Tawana Bhagwat
Global Cosmetic Covergirl Human Resource Leader
Proctor & Gamble
Traci Horne
VP and Relationship Manager, Wells Fargo
Jimmy Little
Sr. Manager of Team & Grassroots Sales, Under Armour
John Wilson
Asset Manager, M&T Bank

COMMUNITY INVESTOR AWARD
Apples & Oranges
Correct Rx Pharmacy Services, Inc.

THE BALTIMORE RAVENS
will receive the COMMUNITY EXCELLENCE AWARD.
ABC will recognize our Super Bowl XLVII Champions for their commitment to supporting Baltimore and its surrounding communities.

ENTERTAINMENT
Panama Band in the Main Ballroom
Various Local Jazz Artists in the Jazz Lounge
The gala is an annual tradition and is one of the premiere fundraisers in the State of Maryland. The purpose of the gala is to:

- Increase awareness of ABC’s mission and its initiatives to close the health and wealth gaps in the State of Maryland
- Honor various professionals who are making a difference in our communities
- Acknowledge corporate support
- Opportunity for networking among the region’s most elite group of citizens “giving back” to make a difference
- Bid on the opportunity to spend quality time with some of the region’s leadership

Our 2013 Gala promises to be another successful evening filled with great food, jazz room, gaming room, entertainment and most of all a diverse group of attendees who continue to value and support the accomplishments and great work that ABC continues to do throughout Maryland.

DEMOGRAPHICS
BALTIMORE - TOWSON MSA DATA FOR AFRICAN AMERICANS

OCCUPATION
Management, professional, and related occupations 32.9%
Service occupations 23.8%
Sales and office occupations 26.6%
Farming, fishing, and forestry occupations 0.0%
Construction, extraction, maintenance and repair occupations 0.5%
Production, transportation, and material moving occupations 3.8%

Median Family Income $52,000
Median Income $78,000
Sponsoring the 2013 Gala is a cost-effective opportunity to extend your reach to Maryland’s consumers. The Gala attracts over **1000 attendees**, and the audience is most decidedly middle, upper middle and upper class of all races and ethnicities. This could provide an opportunity for a great partnership with ABC to promote your business in the middle class community. There are also opportunities for your organization to become involved in ABC’s civic leadership speaker series targeted to young African-American professionals.

### Partnership Levels & Benefits 2013

**Gold Partner**
- $15,000
- One reserved table for 10 at the Gala with premier seating
- Company Name/Logo prominently displayed in ballroom video and in printed Gala Communications
- Logo/Link on ABC Website through Fall 2013
- Acknowledgement as Gold Partner in ABC Newsletter

**Silver Partner**
- $10,000
- One reserved table for 8 at the Gala
- Company Name/Logo on radio Gala Communications
- Company Name/Logo on Display during the Gala
- Logo/Link on ABC Website
- Acknowledgement as Silver Partner in ABC Newsletter

**Bronze Partner**
- $7,500
- One reserved table for 8 at the Gala
- Company Name/Logo on Display during the Gala
- Logo/Link on ABC Website through Fall 2013
- Acknowledgement as Bronze Partner in ABC Newsletter

**Community Partner**
- $5,000
- Four tickets for Gala
- Company Name/Logo on Display during the Gala
- Acknowledgement as Community Partner in ABC Newsletter

**Presenting Partner**
- $50,000
- Two reserved tables for 20 at the Gala with premier seating
- Admission for 10 guests for VIP reception
- Company Name/Logo prominently displayed on event signage and ballroom video recognition at Gala
- Company Name/Logo on printed Gala Ad materials and communications (including pre-publicity invitations, website, signage, and press events)
- Partner recognition at Speakers Series or other signature event
- Full page ad in Gala program
- Opportunity to offer remarks at podium during event
- Logo/Link on ABC Website through 2014
- Acknowledgement as Presenting Partner in ABC Newsletter

**Platinum Partner**
- $25,000
- One reserved table for 10 at the Gala with premier seating
- Admission for four guests to VIP Reception
- Opportunity to introduce speaker at event
- Full page ad in Gala program
- Company Name/Logo prominently displayed in ballroom video and in printed Gala Communications
- Logo/Link on ABC Website through Fall 2013
- Acknowledgement as Platinum Partner in program, ABC Newsletter and all gala press

**Jazz Lounge Partner**
- $20,000
- Exclusive branding of the popular jazz lounge with give aways, signage and gobo lights
- One reserved table for 10
- Company Name/Logo prominently displayed in ballroom video and in printed Gala Communications
- Logo/Link on ABC Website through Fall 2013
- Acknowledgement in ABC Newsletter

To become a sponsor or for more information about the Gala Contact:
Dawn Kirstaetter, Chief Operating Officer, 443.524.7701 or email dkirstaetter@abc-md.org
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