

INVITE UPDATE – CURRENT SPONSORS

Subject Line: Special Guest Announcement!

Hey there, Name!

We are officially 30 days away from the Urban League's *21st Annual Breakfast: Era of Essential Service* and cannot wait to welcome you and your team in-person on the big day!

There are two things we'd like to share with you as we prepare for this year's celebration:

First, registrations for general admission are now OPEN! Please feel free to share the attached invitation with your friends and family to join in the magic with us. Speaking of Magic...

We are also excited to share that this year we will be joined by Minority Business Investor and former NBA Star, Earvin 'Magic' Johnson, as our in-person guest speaker!

Here is the general admission registration link: <https://urbanleague.org/2022-annual-breakfast/>

Registrations will be open until 11:59PM on November 25th unless the event has reached capacity by the registration deadline. Seating is limited.

Please let us know if you have any questions.

We look forward to seeing you soon!

FOLLOW UP EMAIL – UNRESPONSIVE & NEW SPONSORS

Subject Line: Join Us December 2 at the Urban League's Annual Breakfast!

Hi there, Name!

I hope you've had a great week thus far.

I wanted to take a moment to extend a special invitation to your team to join ULMS for our 21st Annual Breakfast: Era of Essential Service!

This year's theme includes a special emphasis on our essential programming and services, including our efforts to ensure economic self-sufficiency and create pathways to generational wealth and stability amongst those we serve. We will also share how we've amplified our emergency response efforts over the past year and our overarching goals for how we plan to address the important work that lies ahead.

Attached to this email is information about our available sponsorship opportunities. Our hope is that you will join in the magic with us. Speaking of Magic...

We are also excited to share that we will be joined by Minority Business Investor and former NBA Star, Earvin 'Magic' Johnson!

For more information about the breakfast, you can visit our event landing page here:

<https://urbanleague.org/2022-annual-breakfast/>

If you have any questions regarding sponsorship, our event leads cc'd here can assist you.

I look forward to hearing from you soon!

Yours in the Movement,