

Community Sponsor Engagement



11th Annual Denim and Diamonds
Scholarship Fundraiser

Celebrating 35 Years
OF IMPACTFUL SERVICE IN MILWAUKEE



Linked in Friendship, Connected in Service
Cream City (WI) Chapter

Berthena F. Brister, President





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Berthrena F. Brister

PRESIDENT'S INVITATION



Dear Community Supporters,

The members of the Cream City (WI) Chapter of The Links, Incorporated are deeply appreciative of the ongoing support we receive from the Greater Milwaukee community. We are excited to announce our 11th Annual Denim and Diamonds Scholarship and Community Service Fundraising Event, taking place on **Friday, September 5, 2025**.

This special evening will feature lively musical entertainment, showcase past and current scholarship recipients, and honor organizations that continue to make a meaningful impact in our Milwaukee community—those who have been instrumental in the continued success of our programs. Proceeds from this event will directly support:

- Scholarships for deserving college-bound students;
- Our continued partnership with St. Joan Antida High School and Milwaukee Public Schools, through initiatives focused on literacy, the arts, and health education;
- Additional community service programs designed to uplift and empower individuals throughout the area.

To learn more about our Chapter and the broader mission of The Links, Incorporated, please visit us online at www.creamcitylinks.com and www.linksinc.org.

We warmly invite you and/or your organization to join us as a sponsor of this year's Denim and Diamonds event. We believe your sponsorship will serve as a meaningful partnership, supporting both your community engagement goals and the impactful work we do as part of our **35th Chapter Anniversary campaign**.

Sponsorship details and opportunities for 2025 are enclosed in this package. Please note that a portion of your sponsorship is tax-deductible, as proceeds benefit The Links Foundation, Incorporated. Thank you in advance for your generous support of the Cream City (WI) Chapter of The Links, Incorporated. **Together, we can continue to make a lasting difference.**



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THE LINKS, INCORPORATED

The Links, Incorporated is an international, not-for-profit corporation, established in 1946. The membership consists of **more than 17,000 professional women** of African descent in **299 chapters** located in **41 states, the District of Columbia, the Commonwealth of the Bahamas, and the United Kingdom**. It is one of the **nation's oldest and largest volunteer service organizations of extraordinary women** who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry.

Our core values are friendship, integrity, honesty, service, commitment, family relationships, courage, respect for self and others, legacy, confidentiality, responsibility, and accountability. The members of The Links, Incorporated are influential decision makers and opinion leaders. The Links, Incorporated has attracted many distinguished women who are individual achievers and have made a difference in their communities and the world. They are business and civic leaders, role models, mentors, activists and volunteers who work toward a common vision by engaging like-minded organizations and individuals for partnership. Links members contribute **more than 1 million documented hours of community service annually** – strengthening their communities and enhancing the nation. The organization is the recipient of awards from the UN Association of New York and the Leon H. Sullivan Foundation for its premier programs. In 2019, The Links, Incorporated was nominated for a Luxembourg Peace Prize by the Schengen Peace Foundation and recognized by the late Congressman John Lewis as a distinguished organization of outstanding community service and influence.

The outstanding programming of The Links, Incorporated includes Services to Youth, The Arts, National Trends and Services, International Trends and Services and Health and Human Services. The programs are implemented through strategies such as public information and education, economic development, and public policy campaigns. For more information, visit <https://linksinc.org/>.

CREAM CITY (WI) CHAPTER

Locally, the **Cream City (WI) Chapter of The Links, Incorporated** was chartered on March 24, 1990, in Milwaukee, Wisconsin under the founding President, Loree Chicoye. The charter members chose the name “Cream City” for the chapter because it represented the cream-colored bricks used to build the city from the ground up. Chapter activities encompass a wide range of initiatives, including providing financial scholarships to deserving youth, promoting STEM (science, technology, engineering, and math) education, enriching communities through visual arts and exhibitions, encouraging civic participation via Link Up the Vote campaigns, co-sponsoring the annual National Black Family Wellness Expo with philanthropic partners focused on health and education, and leading projects that support students in Milwaukee-area schools. For more information, visit <https://creamcitylinks.com/>.

CHAPTER OFFICERS

2024-2026 FACET CHAIRS

CHAPTER MEMBERS

Berthena F. Brister
President

Abiola O. Keller, Ph.D.
Vice President of Membership

Janet Lucas
Secretary

Alicia Love Jackson
Financial Secretary

Vivian C. Mays
Treasurer

Keona S. Jones, Ph.D.
Corresponding Secretary

Jacquelyn A. Rice
Archivist and
Immediate Past President

Deidra Y. A. Edwards, Parliamentarian
Megan N. Mathews, Chaplain

Dara Atandare
The Arts

Lyah N. Holmes, DNP
Health & Human Services

Chandra Cooper
International Trends & Services

LaKeshia N. Myers, Ed.D.
National Trends & Services

Tondelenia (Toni) Shaw, Ed.D.
Services to Youth

Jaquilla Allen

Jennifer L. Armon

Zandra D. Bailey

Tonnie L. Boston

Camelia L. Clarke, DBA

Dora Clayton-Jones, Ph.D.

Venus M. Coates

Adrienne N. Cooper

Berdie L. Cowser, Ph.D.

Sheree Dallas Branch

Christlyn A. Frederick-Stanley, Ed.D.

Annette D. Madlock, Ph.D.

Alisia M. Moutry, Ph.D.

Catherine B. Perry

Florida V. Perry Smith

Josie Lynn Veal, Ph.D.

Bianca Willingham



31 active chapter members



**1,900+ documented hours of
community service (2024-2025)**



21 Professional Occupations



100% member engagement



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Celebrating 35 Years

COMMUNITY IMPACT HIGHLIGHTS

With a **35-year tradition** of promoting and engaging in educational, civic and inter-cultural activities in the **Greater Milwaukee community**, the **Cream City (WI) Chapter** of The Links, Incorporated enriches the lives of members of the Black community at large. The cornerstone of our service is our **five programming facets** – **Services to Youth, The Arts, National Trends and Services, International Trends and Services, and Health and Human Services**. Through our facets, we implement programs and initiatives that address the most critical needs of underserved communities. **During 2024-2025, we impacted the lives of more than 500 people at home and abroad.**



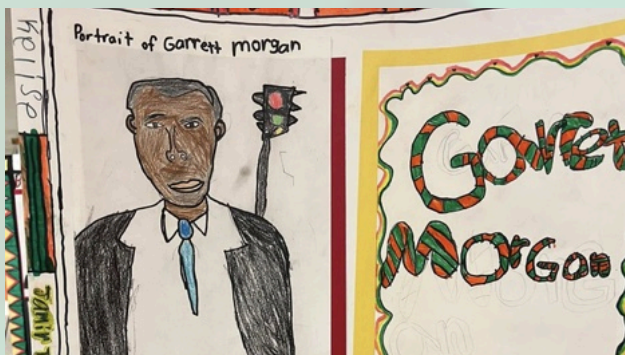
Services to Youth

Empowering black youth to use their intellect and spirit of achievement to become successful and productive citizens. Through this facet, we implement transformational programs that are responsive to the academic, cultural, career development, and mentoring needs of youth.



\$10,000

in scholarships awarded during
the 2024-2025 program year



The Arts

Increases and expands art activity throughout the Milwaukee community by creating and supporting art-related educational opportunities for youth, exhibiting performances by youth and accomplished professional artists in partnership the Milwaukee High School of the Arts.



25+

students displayed their creativity while
celebrating Black inventors with patents



**The Links,
Incorporated**

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COMMUNITY IMPACT HIGHLIGHTS



National Trends and Services

Addresses the social inequities that persist in the black Milwaukee community. We are committed to raising awareness on economic, health, social justice, and other barriers that affect our quality of life. Our goal is to eliminate disparities in these areas for the betterment of Milwaukee.



239

Milwaukee families benefited from our 2024-2025 programs.



International Trends and Services

Delivers transformational programs to people of African ancestry globally so that they may have a better quality of life. Our chapter programs are designed and developed to service the educational, health, and cultural needs of our global community including



150+

children served in Kenya by providing books and hygiene items.



Health and Human Services

Responds to the chronic health disparities that persist in our Milwaukee community in an effort to increase life expectancy of African Americans and other people of African ancestry. Our goal of this facet is to promote and facilitate programs that support the maintenance of good health.



18

community partners for our annual Black Family Wellness Expo impacting 130+ attendees



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SPONSORSHIP OPPORTUNITIES



Brilliant Level Sponsorship

\$2,500

2 available

- Separate VIP Offering
- Verbal sponsorship recognition at the event
- Digital display of logos at the event
- Organizational link to Cream City (WI) website for one year
- Recognition on the Cream City (WI) website
- Press release and social media recognition
- Preferred Seating
- Private table for six (6) individual electronic tickets to the event



Marquise Level Sponsorship

\$1,000

5 available

- Verbal sponsorship recognition at the event
- Digital display of logos at the event
- Recognition on the Cream City (WI) website
- Social media recognition
- Preferred Seating
- Four (4) individual electronic tickets to the event



Princess Level Sponsorship

\$500

5 available

- Social media recognition
- Verbal sponsorship recognition at the event
- Two (2) individual electronic tickets to the event



Circle of Friends Level Sponsorship

\$250

10 available

- Verbal sponsorship recognition at the event
- One (1) individual electronic ticket to the event



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FEE SCHEDULE – PLEASE PRINT

Company Name: _____

(If applicable)

Contact First Name: _____

Contact Last Name: _____

Contact Title: _____

(If applicable) Billing / Mailing

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____

Email: _____

Cream City (WI) Chapter member acknowledgement: _____



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FEE SCHEDULE – PLEASE PRINT

Sponsorship Level	Cost	Quantity	Total Cost
Brilliant	\$2,500		
Marquise	\$1,000		
Princess	\$500		
Circle of Friends	\$250		
Individual Tickets*	\$70		
Total			

*As needed, purchase additional individual tickets to supplement the number of tickets included in your selected sponsorship package.

Email your logo to be used on electronic materials to the Sponsorship Committee at: cclinksfunddev@gmail.com.
Use one of the following formats only: *.TIF, *.JPG, *.PDF, *300 dpi OR CAMERA READY.



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ADDITIONAL BENEFITS

- Partnership with another community focused organization
- Demonstrate to your staff your commitment to the Milwaukee community
- Share expertise that broadens the range of ideas and solutions to societal challenges
- Build a stronger relationship with our chapter and our supporters, potentially resulting in future collaborations and partnerships
- Increase brand visibility using our social media presence



Cream City-WI Links

560+ followers

NEXT STEPS

Thank you for learning more about Cream City (WI) Chapter! We look forward to collaborating with you to make a significant impact in the Milwaukee community where we live, work and serve.

To partner with us and secure your sponsorship level, please mail the **completed fee schedule** and a corporate check, money order, or Cashier's check made payable to: **The Links Foundation, Incorporated****

Attn: Ms. Alicia Love Jackson
Denim & Diamonds
7010 W. Oakview Ct
Mequon WI 53092

DEADLINE FOR SPONSORSHIP TO BE INCLUDED IN ELECTRONIC MATERIALS: AUGUST 15, 2025

Click [here](https://creamcitywilinks11th-annual-denim-diamonds.eventbrite.com/) or copy and paste for **Online Purchase:**
<https://creamcitywilinks11th-annual-denim-diamonds.eventbrite.com/>

For a complete copy of our **2024-2025 Cream City (WI) Chapter Impact Book**, please visit our website, www.creamcitylinks.com.

****A portion of your sponsorship is tax deductible.**

Contact us at cclinksfunddev@gmail.com with questions.