

JUNETEENTH MILWAUKEE

FREEDOM BALL

2024



JUNE 14, 2024 • 6PM

Harley Davidson Museum

The Garage

500 W Canal Street

Milwaukee, WI 53202

SPONSORSHIP PROPOSAL

JOSEPH M. WINSTON COMMUNITY COMMITMENT AWARD



MICHAEL J. FALBO

JOSEPH M. WINSTON COMMUNITY COMMITMENT AWARD HONOREE

Michael J. Falbo was president of the University of Wisconsin System Board of Regents from 2013-2015 and appointed to the Board of Regents in 2004. He served as interim president of the Universities of Wisconsin in 2022.

Mike's leadership and advocacy spans more than four decades. He began his career in banking as an auditor in 1973. By 1983 Mike was named the president and CEO of State Bank Hales Corners. Under his leadership, the company successfully integrated numerous acquisitions, growing total assets from \$75 million and 70 employees to 432 employees. Through careful strategic planning, he orchestrated growth of the company in a very competitive industry through challenging economic times.

Mike served as chairman and CEO of TierOne Bank based in Lincoln, Neb. TierOne Corporation is the parent company of TierOne Bank, a \$3.1 billion federally chartered savings bank and the largest publicly traded financial institution headquartered in Nebraska.

Mike was previously chairman of Associated Bank Community Development, LLC, an affiliate of Associate Banc Corp. He is the former chairman and CEO of State Financial Services Corporation, a \$1.5 billion financial services company that was based in Milwaukee, with operations in Wisconsin and Illinois. The company was the fifth-largest bank holding company in the state and was publicly traded on the Nasdaq National Market System.

Mike served in the United States Army and completed a tour in Vietnam as a combat medic. He was honorably discharged in 1971.

Mike earned his Bachelor of Science in business and accounting from the University of Wisconsin-Parkside. He has served on the board of directors

on the UW-Parkside Foundation, including president from 1998 to 2000, and is now a director emeritus. For his achievements and service, Mr. Falbo was recognized with the UW-Parkside Distinguished Alumni Award in 2021.

Mike is also a graduate of the Graduate School of Banking at the University of Wisconsin-Madison. He has received two Honorary Doctorate Degrees from the University of Wisconsin-Parkside and University of Wisconsin-Milwaukee in 2021. He has served on the board of directors for many non-profit and community organizations and has been honored for his leadership with awards including the YMCA of Metropolitan Milwaukee Volunteer of the Year Award and the Thurgood Marshall Scholarship Fund Founders Award.

Mike and his wife Sheila have been married for 52 years. They have two married daughters, Stacey and Jessica, and four Grandchildren, Abigail, Oliver Micaela and Madison.

“I've always based things on the three “Cs”. Capacity. Collateral. Character. When Joe Winston and MacArthur Weddle met with me to finance the existing building for Northcott they were short on everything, but they had more Character than I'd seen in most. Needless to say the rest is history.”

FREEDOM BALL FATHER OF THE YEAR



STEVEN MAHAN

2024 FREEDOM BALL FATHER OF THE YEAR

Steven L. Mahan, a devoted father of two, has exemplified unwavering commitment to his family and community. As a City of Milwaukee Administrator for more than 25 years, he balances his demanding career with the joys and responsibilities of fatherhood.

Education and Career: Steven holds a Bachelor's degree in Business Administration from Rust College (One of the nation's oldest Historically Black Colleges and Universities). Additionally, he has served as Adjunct Professor at the University of Wisconsin-Milwaukee. His analytical mindset and problem-solving skills have not only contributed to his professional success but also enriched his parenting approach. He believes that teaching resilience, adaptability and exposure to the outdoors are essential to life lessons for his children.

Parenting Philosophy: Steven's parenting philosophy centers around empathy, communication, and leading by example. He actively listens to his children's concerns, encourages open dialogue, and fosters an environment where they feel heard and understood. Steven firmly believes that a strong emotional foundation is crucial for healthy development and gives his wife of 24 years, Gayle the credit of balancing family testosterone and keeping lines of communication open.

Community Involvement: Beyond his family, Steven is a member of the Alpha Phi Alpha Fraternity, Inc. and imbues the credo of the organization: Manly Deeds, Scholarship, and Love for all Mankind. He is a tireless advocate for the homeless in our community and is honored to contribute to addressing the housing and warming needs of our most vulnerable population.

Memorable Moments: Steven's proudest moments includes teaching his sons to fish and hunt at young age, co-leading their Scout troop and being active in all extra-curricular activities (both sports and academic). He instills values of kindness, perseverance, and curiosity through everyday family interactions.

Future Goals: Steven aspires to create lasting memories with his children through family vacations, nurturing entrepreneurship, heartfelt conversations and putting God first. He dreams of raising compassionate, resilient men who as individuals contribute positively to society and give back more than they received.

Gratitude: Steven expresses deep gratitude for the opportunity to be considered for the "Father of the Year" award. He believes that fatherhood is both a privilege and a responsibility, and he is committed to nurturing the next generation with love, patience, and unwavering support.

SPONSORSHIP OPPORTUNITIES



FRIDAY, JUNE 14, 2024 • 6PM

Harley Davidson Museum
The Garage

500 West Canal Street
Milwaukee, WI 53202

OUR MISSION

Under the leadership of Northcott Neighborhood House, the mission of the Juneteenth MKE Freedom Ball, a cultural event, is to empower the next generation by providing equitable access to higher education by providing scholarships through collaborative community financial support fostering academic excellence, and cultivating leaders who will positively impact their communities and beyond. Additionally, we celebrate community leaders, a father of the year, and a non-African American who has helped Northcott fulfill its mission of serving disadvantaged residents.

www.juneteenthmilwaukee.com/freedomball

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$25,000 EXCLUSIVE

- Recognition on the Juneteenth Day; juneteenthmke.org as Freedom Ball Presenting Sponsor
- Inside cover full page ad (8.5x11)
- Featured in signage on Podium or in event front entrance
- Podium remarks during the Freedom Ball
- Step & Repeat Logo Inclusion
- Logo inclusion on all collateral materials
- Press Release mention as Presenting Sponsor
- Opportunity to participate in Press Conference in relation to the Freedom Ball/ Juneteenth
- Six (6) VIP Tables (seats 10 per table)

HERITAGE SPONSOR: \$15,000 EXCLUSIVE

- Recognition on the Juneteenth Day; juneteenthmke.org as Freedom Ball Legacy Sponsor
- Full page ad (8.5x11)
- Featured in signage at event
- Podium remarks during Freedom Ball
- Step & Repeat Logo Inclusion
- Logo inclusion on all collateral materials
- Opportunity to participate in Press Conference in relation to the Freedom Ball/ Juneteenth
- Four (4) VIP Tables (seats 10 per table)

FREEDOM SPONSOR \$10,000 3 AVAILABLE

- Recognition on the Juneteenth Day; juneteenthmke.org
- Full Page ad (8.5x11)
- Live recognition at Freedom Ball
- Step & Repeat Logo Inclusion
- Logo inclusion on Press Release
- Logo inclusion on all collateral materials
- Three (3) Tables (seats 10 per table)

CELEBRATION SPONSOR \$7,500 5 AVAILABLE

- Recognition on the Juneteenth Day website; juneteenthmke.org
- Half Page ad (8.5x5.5)
- Live recognition at Freedom Ball
- Logo inclusion on all collateral materials
- Two (2) tables (seats 10 per table)

LEGACY SPONSOR \$5,000 6 AVAILABLE

- Recognition on the Juneteenth Day website; juneteenthmke.org
- Half Page ad (8.5x5.5)
- Live recognition at Freedom Ball
- Logo inclusion on all collateral materials
- One (1) table (seats 10 per table)

We are proud to support the Freedom Ball!

We authorize Northcott Neighborhood House to include our individual/corporate name on all materials consistent with our sponsorship levels as marked:

- Presenting Sponsor \$25,000
- Heritage Sponsor \$15,000
- Freedom Sponsor \$10,000
- Celebration Sponsor \$7,500
- Legacy Sponsor \$5,000
- Table Sponsor \$1,500

Payment options

- I pledge my support and will make my payment by **June 7, 2024**
- My Check made payable to: **Northcott Neighborhood House**
- For Credit Card payment, please visit our website at: **www.juneteenthmilwaukee.com**

Please mail or fax this form with your payment to:

Mail
Northcott Neighborhood House
2460 N. 6th Street
Milwaukee, WI 53212

Fax
Darrell Debroux
Accountant
(414)372-3619