## Sponsorship and Marketing Opportunities

### ASALH Annual Conference- 10/3-10/7 | Indianapolis, Indiana

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Details</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Diamond Sponsor</strong></td>
<td>$25,000</td>
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<tr>
<td><strong>Sponsor Hospitality</strong></td>
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<tr>
<td>• Six (6) full conference registrations with all meal events and reserved seating</td>
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<tr>
<td>• One (1) exhibit space (8’x 10’) with prime placement in the Exhibitor Showcase</td>
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<tr>
<td>• One (1) prominently reserved table of 10 with VIP seating in the President’s Circle at the Closing Banquet</td>
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<tr>
<td><strong>Recognition</strong></td>
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<tr>
<td>• Opportunity for sponsor representative to serve as a member on local Host Committee</td>
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<tr>
<td>• Full page advertisement on inside back cover in the conference souvenir program</td>
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<tr>
<td>• Recognition from the podium</td>
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<tr>
<td><strong>Marketing/Branding</strong></td>
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<tr>
<td>• Brand recognition in select print and electronic media</td>
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<tr>
<td>• Opportunity to place branded items and marketing materials in the attendee conference bags</td>
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<tr>
<td>• Sponsor logo with hyperlink placed on the ASALH conference website for 12 months</td>
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<tr>
<td>• One-year ASALH corporate membership (3 institutional memberships can be gifted to organization of your choice)</td>
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| **Gold Sponsor** | $15,000 | |
| **Sponsor Hospitality** | | |
| • Six (6) full conference registrations with all meal events and reserved seating | | |
| • One (1) exhibit space (8’x 10’) in the Exhibitor Showcase | | |
| • One (1) prominently reserved table of 10 with VIP seating in the President’s Circle at the Closing Banquet | | |
| **Recognition** | | |
| • Full page advertisement in the conference souvenir program | | |
| • Brand recognition in select print and electronic media | | |
| • Recognition from the podium | | |
| **Marketing/Branding** | | |
| • Sponsor logo on the ASALH conference website for 12 months | | |
| • Three one-year ASALH corporate memberships | | |

| **Silver Sponsor** | $10,000 | |
| **Sponsor Hospitality** | | |
| • Four (4) full conference registrations with all meal events and reserved seating | | |
| • One (1) exhibit space (8’x 10’) in the Exhibitor Showcase | | |
| • One (1) prominently reserved table of 10 at the Closing Banquet | | |
Recognition
• Full page advertisement in the conference souvenir program
• Brand recognition in select print and electronic media
• Recognition from the podium

Marketing/Branding
• Sponsor logo on the ASALH conference website for 12 months
• One-year ASALH corporate membership

Bronze Sponsor $5,000

Sponsor Hospitality
• Two (2) full conference registrations with all meal events and reserved seating
• One (1) prominently reserved table of 10 at the Closing Banquet

Recognition
• Half-page advertisement in the conference souvenir program
• Brand recognition in select print and electronic media
• Recognition from the podium

Marketing/Branding
• Sponsor logo on the ASALH conference website for 12 months
• One-year ASALH general membership

Sponsor Ads

Sponsor Full Page Advertisement ................................................................. $1,000
Sponsor Half Page Advertisement ............................................................. $500

Event Tables

Opening Luncheon................................................................. $850
Carter G. Woodson Luncheon ....................................................... $850
John Blassingame Luncheon........................................................ $850
Closing Banquet ........................................................................ $1,000
Ecumenical Breakfast ................................................................. $500

ALL TABLE PURCHASERS RECEIVE:
• One (1) general reserved table of 10 at the event
• Sponsor/organization name listed in the program if reserved by August 1, 2018
• Recognition from the podium
# Special Sponsorships

## Teacher’s Workshop $15,000

The unique innovative 1-day workshop is an opportunity for middle and high school educators to receive training in culturally responsive teaching that incorporates dimensions of African American culture and tenets of identity development for students. Sponsorship supports 75 teachers and administrators to attend the workshop and supports luncheon meals, workshop facilitators, and instructional materials that include digital access for publications and classroom.

**Sponsors Benefits:**
- Full page advertisement in the conference souvenir program
- Opportunity for sponsor representative to give remarks to workshop attendees
- Sponsor logo/name on ASALH website for 12 months

## Youth Day $12,500

Middle and high school students from the local area school district are engaged in fun interactive activities that promote respect and pride in African American history and culture, and encourage youth to remain in school and prepare for a successful future. Local college students participate in role-modeling presentations and explain the legacy of Dr. Carter G. Woodson. College professors and students share stories about education, career options, and personal goal setting. Generally, this event is held at a local high school or other public venue. ASALH hosts approximately 400 students for this popular, diverse event. Sponsorship supports venue rental, materials, snacks, and transportation.

**Sponsor Benefits:**
- Opportunity for sponsor representative to give remarks at the Youth Day program
- Sponsor logo/name on the Youth Day program and ASALH website for 12 months
- Half page advertisement in the conference souvenir program

## Journal of African American History Reception (JAAH) $10,000

The reception is a great opportunity to meet ASALH members, conference presenters, build networks and increase collaborations that will get attendees talking. First published in 1916 by Dr. Woodson, the Journal is the oldest and most prestigious scholarly journal on the Black experience published in the United States.

**Sponsors Benefits:**
- Opportunity for sponsor representative to give remarks at the Reception
- Opportunity to disseminate products
- Twenty (20) invitations to the JAAH Reception
- Full page advertisement in the conference souvenir program
- Sponsor logo/name on ASALH website for 12 months
OPENING NIGHT RECEPTION
$5,000

This event signals the opening of the conference. It is generally held at a local historical venue or museum in the conference city. All attendees are invited to attend. Sponsorship supports venue, educational programming, food, and entertainment.

Sponsor Benefits:
• Twenty (20) invitations to the Opening Reception
• Opportunity for sponsor representatives to give remarks at the Reception
• Full page advertisement in the conference souvenir program
• Sponsor logo/name on print, electronic and promotional materials for the event
• Sponsor logo/name on the ASALH conference website for 12 months

FILM FESTIVAL
$5,000

Sponsors have the opportunity to be a part of this unique event where ASALH works with film houses to bring current short films and historically significant film projects to conference attendees. The Film Festival is FREE AND OPEN TO THE PUBLIC, and generally attracts approximately 400 participants.

Sponsor Benefits:
• Naming rights for the film festival
• Sponsor logo/name on ASALH website for 12 months
• Sponsor logo/name on video screens during the event
• Half page advertisement in the conference souvenir program

CONFERENCE BAG
$5,000

The conference bag is given to registrants and is used to transport their conference materials. A sponsor’s logo is associated with ASALH, and receives wide exposure during the 5-day conference. The usefulness of the bag extends beyond the conference, thereby continuing the exposure of the sponsor’s logo/name in new environs. The bag includes an assortment of note-taking items, Black history informational items, ASALH convention souvenirs, and other branded products.

Sponsor Benefits:
• Sponsor logo/name imprinted on the bag
• Opportunity to place items and company marketing materials in the bags
• Sponsor logo/name on ASALH website for 12 months

BLACK HISTORY HERITAGE TOUR
$5,000

The guided bus tours (2 tours) are organized to help participants learn about the heritage of Indianapolis and the surrounding area’s historic sites. Participants visit local places of historical or cultural significance, including National Park sites. Sponsorship supports tour transportation, information tour bags, snacks and beverages.
Sponsor Benefits:
• Ten (10) invitations for the Black History Heritage Tour of your choice
• Opportunity to promote products or services to attendees
• Half page advertisement in the conference souvenir program
• Signage in the tour bus
• Sponsor logo/name on ASALH website for 12 months

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<tr>
<th><strong>POETRY SLAM</strong></th>
<th>$3,000</th>
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<td>The Poetry Slam is not only an opportunity to engage conference attendees but this event attracts the general public, especially college and university populations. About 300 participants come to hear and present poetry alongside locally and nationally prominent spoken word artists. The event is FREE AND OPEN TO THE PUBLIC.</td>
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Sponsor Benefits:
• Sponsor logo/name on signage at the event
• Opportunity to disseminate company or sponsor information
• Network with participants
• Sponsor logo/name on ASALH website for 12 months

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<tr>
<th><strong>INDIVIDUAL SPONSORSHIPS</strong></th>
<th>$750</th>
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<td>Individuals can give to support the ASALH Conference, and be recognized as a donor.</td>
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Sponsor Benefits:
• Sponsor name included on donor board displayed throughout the conference
• One (1) complimentary ticket to one of the seated conference meal events