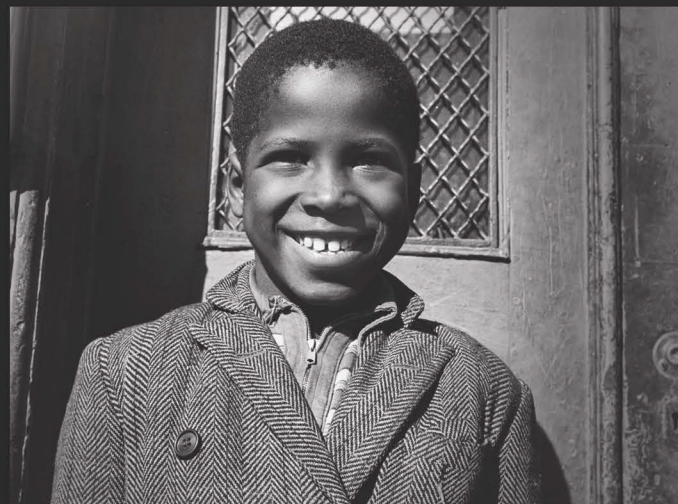


SPONSORSHIP AND ADVERTISING OPPORTUNITIES



BLACK Migrations



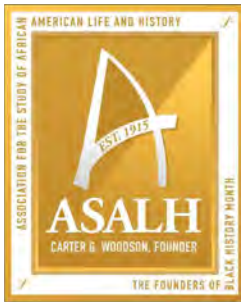
ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

104TH ANNUAL MEETING AND CONFERENCE

OCTOBER 2-6, 2019 | NORTH CHARLESTON, SOUTH CAROLINA
THE 2019 BLACK HISTORY THEME: BLACK MIGRATIONS

WWW.ASALH.ORG #ASALH #ASALH2019 #CARTERWOODSON

Images Courtesy of the Moorland-Spingarn Research Center



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY, INC.

MAILING ADDRESS: 2225 GEORGIA AVE., NW, SUITE 331, WASHINGTON, DC 20059
PHYSICAL ADDRESS: 301 RHODE ISLAND AVE., NW SUITE 2204, WASHINGTON, DC 20001
P 202.238.5910 | W www.asalh.org

January 2019

Dear Lowcountry Business Leader:

On behalf of the Association for the Study of African American Life and History (ASALH), I invite you to be a sponsor or advertiser for the 104th Annual Meeting and Conference on October 2-6, 2019 at the Embassy Suites Convention Center in North Charleston. Over 1,200 scholars, educators, civic leaders, and students will convene from around the country and beyond to discuss the theme **Black Migrations**.

What better city to host the ASALH conference than **Charleston** when **Black Migrations** is the theme? Charleston is where more enslaved African captives arrived and were sold in the U.S. than any other location in the country. The International African American Museum (IAAM) will be located here.

We invite you and your company to be a sponsor, advertiser or donor for the 2019 conference. Several options are provided in this packet. We also invite you to reach a targeted audience in the United States by advertising in the **Digital Conference Souvenir Journal**. Should you choose this option, your color ad will reach over 10,000 subscribers to this online history of America and the African diaspora in 2019. Souvenir journal ads and corporate ads will be listed in the **Academic Program Journal**, as well.

In 1915, Dr. Carter G. Woodson and a few friends established ASALH in Chicago, Illinois to ensure that the history of Black people, particularly in the United States, would be accurately recorded, disseminated widely and preserved for all time. He dedicated his life to this mission. The annual conference was his creation, and this important meeting has continued for more than 100 years.

We ask that you reply by June 30, 2019. If you need the sponsor reply form sent to you electronically, please call the national office at 202.238.5910 or email ASALH's Executive Director, Sylvia Cyrus at scyrus@asalh.org.

Your commitment to support the 2019 ASALH conference in Charleston will help spread knowledge of the African American past. We could not continue to communicate accurate information about the contributions of people of African descent to the continued growth of our nation and the world, without your support. **Make the lowcountry proud by having us showcase your business!**

Sincerely,

Rev. Nelson B. Rivers, III

Host Committee Chair

Pastor, Charity Missionary Baptist Church, North Charleston

& Vice President, Religious Affairs and External Relations, National Action Network

ASALH MISSION

To promote, research, preserve, interpret, and disseminate information about Black life, history and culture to the global community

Sponsorship *and* Marketing Opportunities

ASALH Annual Conference- 10/2-10/6 | Charleston, South Carolina

Diamond Sponsor

\$25,000

Sponsor Hospitality

- Six (6) full conference registrations with reserved seating at all meal events
- One (1) exhibit space (8'x 10') with prime placement in the Exhibitor Showcase
- One (1) prominently reserved table of 10 with VIP seating in the President's Circle at the Closing Banquet

Recognition

- Opportunity for sponsor representative to serve as a member on local Host Committee
- Full page advertisement on inside back cover in the conference souvenir program
- Recognition from the podium

Marketing/Branding

- Brand recognition in select print and electronic media
 - Opportunity to place branded items and marketing materials in the attendee conference bags
 - Sponsor logo with hyperlink placed on the ASALH conference website for 12 months
 - One-year ASALH corporate membership (3 institutional memberships can be gifted to organization of your choice)
-

Gold Sponsor

\$15,000

Sponsor Hospitality

- Six (6) full conference registrations with reserved seating at all meal events
- 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 reserved seating at all meal events
- 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 reserved seating at all meal events
- 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 - Thursday, October 3, 2019 \$850

John Blassingame Luncheon - Friday, October 4, 2019 \$850

Carter G. Woodson Luncheon - Saturday, October 5, 2019 \$850

Closing Banquet - Saturday, October 5, 2019\$1,000

Ecumenical Breakfast - Sunday, October 6, 2019\$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, 2019
- 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.

Sponsor 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

\$5,000

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.

Sponsor 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

\$10,000

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. Up to three sponsors may appear on the bag.

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 TOURS

\$10,000

The guided bus tours (3 tours) are organized to help participants learn about the heritage of Charleston 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. Up to three organizations can share this sponsorship.

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

POETRY SLAM

\$4,000

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. Two or more organizations can share this sponsorship.

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

INDIVIDUAL SPONSORSHIPS

\$1,000

Individuals can give to support the ASALH Conference and be recognized as a donor.

Sponsor Benefits: (\$1,000 donors):

- Sponsor name will be listed with the Host Committee in all print and online conference materials
- Two (2) complimentary registrations to attend the conference
- Two (2) complimentary tickets to the Opening Night Reception at the Embassy Suites Charleston Convention Center on Wednesday, October 2, 2019 at 7pm
- Two (2) complimentary tickets to the Lowcountry Evening of Entertainment featuring Quiana Parler & Friends at Memminger Auditorium on Friday, October 4, 2019 at 9pm. This is a special ticketed event sponsored by the MOJA Festival (for ASALH)!

104TH ANNUAL MEETING AND CONFERENCE



**OCTOBER 2-6, 2019
NORTH CHARLESTON,
SOUTH CAROLINA**

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Association for the Study of African American Life and History®

104th Annual Meeting and Conference Sponsor/Ad Reply Form

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT INFORMATION

NAME: _____ TITLE: _____

EMAIL: _____

PHONE NUMBER: _____

TYPE OF SPONSORSHIP

- ___ Diamond Sponsor.....\$25,000
- ___ Gold Sponsor\$15,000
- ___ Silver Sponsor.....\$10,000
- ___ Bronze Sponsor\$5,000
- ___ Teacher's Workshop\$15,000
- ___ Youth Day\$5,000
- ___ JAAH Reception\$10,000
- ___ Opening Night Reception\$10,000
- ___ Film Festival\$5,000
- ___ Conference Bag\$5,000
- ___ Black History Heritage Tours\$10,000
- ___ Poetry Slam\$4,000
- ___ Individual Sponsorships\$1,000
- ___ Corporate ads full-page\$1,000
- ___ Corporate ads half-page\$500
- ___ Opening Luncheon Table\$850
- ___ Carter G. Woodson Luncheon Table\$850
- ___ John Blassingame Luncheon Table\$850
- ___ Closing Banquet Table\$1,000
- ___ Ecumenical Breakfast Table.....\$500

☐ **I cannot attend, but I am pleased to enclose a donation of \$_____**

Please bill my Credit Card (*For Security reasons, you can call 202-238-5918*):

Account #: _____

Exp. Date: _____ CVV# (4-digit AmEX code): _____

Name as it appears on card: _____

Signature: _____

Billing Address: _____

☐ **Enclosed is my check**

Please make check payable to:

ASALH, 301 Rhode Island Avenue, NW, Suite 2204, Washington, DC 20001

☐ To return this form and email to Sylvia Cyrus at sponsorship@asalh.org

**NO TICKETS WILL BE MAILED! GUEST MAY PICK UP TABLE ASSIGNMENT AT THE
CONFERENCE REGISTRATION DESK.**

ASALH is a nonprofit organization with 501(c)(3) Status - EIN 53-0219640

Program ads must be camera ready and submitted electronically by June 30, 2019.

Sponsors @\$10,000 or above receive a 1-year ASALH Corporate membership.