



**BLACK HISTORY THEME:
THE BLACK FAMILY -
REPRESENTATION,
IDENTITY, AND DIVERSITY**

ABOUT ASALH: ASALH is the world's oldest learned society, established by Dr. Carter G. Woodson in 1915, that empowers through knowledge racial understanding and appreciation of African American history and culture.

MISSION: Known as the Founders of Black History Month, ASALH's mission is to promote, research, preserve, interpret and disseminate information about African American life, history and culture to the global community.

WHY SUPPORT ASALH: ASALH conducts on-going community engagement programs and events, and produces a series of publications that connect Americans of all ages to African American history.

ASALH is flexible in tailoring sponsor opportunities. For more information contact: Sylvia Cyrus: 202-238-5914 or sponsorship@asalh.org

ADDRESS

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202-238-5918

www.asalh.org

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

95th Black History Virtual Festival

FEBRUARY 2021

SPONSORSHIP & ADVERTISING OPPORTUNITIES

LEGACY SPONSOR - \$20,000

- Company representative to give brief prerecorded remarks onscreen
- Company branded as sponsor in all digital marketing collateral
- Company name, logo and link to company website on event page
- Company name and logo listed in sponsor video shown during the event
- Company provided ad shown during the event
- Full page ad on inside back or front cover program book
- Custom virtual program for corporate event
- Twenty (20) tickets
- 1-year ASALH Corporate membership, Two (2) 1-year ASALH Institutional memberships and Twenty (20) 1-year ASALH General memberships
- Twenty (20) leather-bound books, lapel pins and Black History Month posters

CULTURAL SPONSOR - \$15,000

- Company branded as sponsor in all digital marketing collateral
- Company name, logo and link to company website on event page
- Company name and logo listed in sponsor video shown during the event
- Company provided ad shown during the event
- Full page ad in the program book
- Twenty (20) tickets
- 1-year ASALH Corporate membership and Twenty (20) 1-year ASALH General memberships
- Twenty (20) leather-bound books, lapel pins and Black History Month posters

HERITAGE SPONSOR - \$10,000

- Company branded as sponsor in all digital marketing collateral
- Company name, logo and link to company website on event page
- Company name and logo listed in sponsor video shown during the event
- Company provided ad shown during the event
- Full page ad in the program book
- Fifteen (15) tickets
- 1-year ASALH Corporate Sponsorship and Fifteen (15) 1-year ASALH General memberships
- Fifteen (15) leather-bound books, lapel pins and Black History Month posters

HISTORY MAKERS SPONSOR - \$5,000

- Company name and logo listed in the program book
- Company branded as sponsor in all digital marketing collateral
- Company name, logo and link to company website on event page
- Half page ad in the program book
- Ten (10) tickets
- Ten (10) 1-year ASALH General memberships
- Ten (10) leather-bound books, lapel pins and Black History Month posters

PRESERVATION SPONSOR - \$2,500

- Company name and logo listed in the program book
- Company branded as sponsor in all digital marketing collateral
- Company name, logo and link to company website on event page
- Ten (10) tickets
- Ten (10) 1-year ASALH General memberships
- Ten (10) lapel pins and Black History Month posters

CHAMPION SUPPORTER - \$1,500

- Company/Individual name and logo listed in the program book
- Ten (10) tickets
- Ten (10) lapel pins and Ten (10) 1-year ASALH General memberships

HERO SUPPORTER - \$1,000

- Ten (10) tickets
- Ten (10) lapel pins

CORPORATE ADS

- 4-Color full page ad - \$1,000; 4-Color half page ad - \$500
- All camera ready ads must be: 300 dpi, Full-Color CMYK or Grayscale, Ads may be submitted as PDF, EPS, TIFF, or JPEG and Sizes meet our ad spec sheet specifications. [Click here for Ad Spec Sheet](#)