



**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

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

202-238-5914

www.asalh.org

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

95th Annual Black History Commemoration

FEBRUARY 2021 VIRTUAL FESTIVAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

LEGACY SPONSOR - \$20,000 AND ABOVE

- Company representative to give brief one-two minute prerecorded remarks shown on screen during event to address ASALH virtual audience
- ASALH customized virtual program featuring speaker support for a corporate planned event from March - December 2021
- Company provided 30 second advertisement shown during the event
- Company name and logo listed in sponsor acknowledgement video shown during the event
- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page
- Full page ad on inside back or front cover of digital souvenir journal
- 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) "A Promised Land" by Barack Obama hardcover books, lapel pins and Black History Month posters

CULTURAL SPONSOR - \$15,000

- Company provided 30 second advertisement shown during the event
- Company name and logo listed in sponsor acknowledgement video shown during the event
- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page
- Full page ad in the digital souvenir journal
- Twenty (20) tickets
- 1-year ASALH Corporate membership and Twenty (20) 1-year ASALH General memberships
- Twenty (20) "A Promised Land" by Barack Obama hardcover books, lapel pins and Black History Month posters

HERITAGE SPONSOR - \$10,000

- Company provided 30 second advertisement shown during the event
- Company name and logo listed in sponsor acknowledgement video shown during the event
- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page
- Full page ad in the digital souvenir journal
- Fifteen (15) tickets
- 1-year ASALH Corporate memberships and Fifteen (15) 1-year ASALH General memberships
- Fifteen (15) "A Promised Land" by Barack Obama hardcover books, lapel pins and Black History Month posters

(Cont.)



95TH ANNUAL BLACK HISTORY COMMEMORATION

FEBRUARY 2021
VIRTUAL FESTIVAL

**BLACK HISTORY THEME:
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HISTORY MAKERS SPONSOR - \$5,000

- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page
- Company name and logo listed in the digital souvenir journal
- Half page ad in the digital souvenir journal
- Ten (10) tickets
- Ten (10) 1-year ASALH General memberships
- Ten (10) “A Promised Land” by Barack Obama hardcover books, lapel pins and Black History Month posters

PRESERVATION SPONSOR - \$2,500

- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page
- Company name and logo listed in the digital souvenir journal
- Ten (10) tickets
- Ten (10) 1-year ASALH General memberships
- Ten (10) “A Promised Land” by Barack Obama hardcover books, lapel pins and Black History Month posters

CHAMPION SUPPORTER - \$1,500

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

HERO SUPPORTER - \$1,000

- Company/Individual name listed in the digital souvenir journal
- Ten (10) tickets
- Ten (10) lapel pins

PATRON SUPPORTER - \$500

- Company/Individual name listed in the digital souvenir journal
- Two (2) tickets
- “A Promised Land” by Barack Obama
- HBCU 105 Voices T-shirt

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 must be submitted by January 8, 2021 as PDF, EPS, TIFF, or JPEG and Sizes meet our ad spec sheet specifications.

CLICK HERE FOR AD SPEC SHEET: WWW.ASALH.ORG/SPECSHEET



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BLACK HISTORY
COMMEMORATION**

**FEBRUARY 2021
VIRTUAL FESTIVAL**

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**ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®
95th Annual Black History Commemoration**

**FEBRUARY 2021 VIRTUAL FESTIVAL
SPONSORSHIP & ADVERTISING OPPORTUNITIES**

COMPANY: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT INFORMATION

NAME: _____ TITLE: _____
EMAIL: _____
PHONE NUMBER: _____

TYPE OF SPONSORSHIP

- ___ Legacy Sponsor \$20,000
- ___ Cultural Sponsor \$15,000
- ___ Heritage Sponsor \$10,000
- ___ History Maker Sponsor \$5,000
- ___ Preservation Sponsor \$2,500
- ___ Champion Supporter \$1,500
- ___ Hero Supporter \$1,000
- ___ Corporate Ad (full-page) \$1,000
- ___ Corporate Ad (half-page) \$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, Suite 2204, NW
Washington, DC 20001

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

*ASALH is a nonprofit organization with 501(c)(3) Status - EIN 53-0219640
Program ads must be camera ready and submitted electronically by January 08, 2021.*