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

FEBRUARY 2021 VIRTUAL FESTIVAL
SPONSORSHIP & ADVERTISING OPPORTUNITIES

LEGAL 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.)
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
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.