



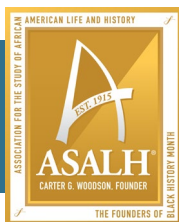
SPONSORSHIP & MARKETING

106TH ANNUAL MEETING & VIRTUAL CONFERENCE
Co-Hosted by the ASALH Florida Branches

SEPTEMBER 14-30, 2021

ASALH will hold innovative virtual programming in the month of September on Tuesdays, Thursdays, and Saturdays celebrating the 2021 Black History Theme

**THE BLACK FAMILY:
Representation, Identity, and Diversity**



ASSOCIATION *for the* STUDY of AFRICAN AMERICAN LIFE *and* HISTORY®
THE FOUNDERS OF BLACK HISTORY MONTH

WWW.ASALH.ORG | 202-238-5914 | #ASALH #ASALH2021 #ASALHFAMILY #CARTERWOODSON

SPONSORSHIP & MARKETING OPPORTUNITIES

PLATINUM SPONSOR \$25,000

Recognition

- Company representative to provide camera-ready five-minute prerecorded remarks shown on screen during a key presentation at the event
- ASALH customized virtual program featuring speaker support for a corporate planned event in 2022
- Sponsor branded e-marketing message sent to ASALH members
- Full page advertisement in the digital souvenir journal for 12 months
- Opportunity for sponsor representative to serve as a member on the Host Committee
- Twenty (20) conference registrations
- One hundred (100) Black History posters and Fifty (50) Lapel pins. Products can support corporate events; donation drives to local school systems to support Black History programming and more

Marketing/Branding

- Company provided 60 second advertisement shown during the event
- Company name and logo listed in sponsor video shown during the event
- Company branded as sponsor in all website digital marketing, email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months
- Five (5) 1-year ASALH corporate membership (can be gifted to organization of your choice)

DIAMOND SPONSOR \$15,000

Recognition

- Company representative to provide camera-ready three-minute prerecorded remarks shown on screen during a key presentation at the event
- Sponsor branded e-marketing message sent to ASALH members
- Full page advertisement in the digital souvenir journal for 12 months
- Opportunity for sponsor representative to serve as a member on the Host Committee
- Fifteen (15) conference registrations
- Seventy-five (75) Black History posters and (25) Lapel pins. Products can support corporate events; donation drives to local school systems to support Black History programming and more

Marketing/Branding

- Company provided 60 second advertisement shown during the event
- Company name and logo listed in sponsor video shown during the event
- Company branded as sponsor in all website digital marketing, email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months
- Four (4) 1-year ASALH corporate memberships (can be gifted to organization of your choice)



GOLD SPONSOR \$10,000

Recognition

- Company representative to provide camera-ready one-minute prerecorded remarks. To be shown on screen during a key presentation at the event
- Full page advertisement in the digital souvenir journal for 12 months
- Ten (10) conference registrations
- Fifty (50) Black History posters and (25) Lapel pins. Products can support corporate events; donation drives to local school systems to support Black History programming and more

Marketing/Branding

- Company provided 30 second advertisement shown during the event
- Company name and logo listed in sponsor video shown during the event
- Company branded as sponsor in all website digital marketing, email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months
- Two (2) 1-year ASALH corporate memberships (can be gifted to organization of your choice)

SILVER SPONSOR \$5,000

Recognition

- Half page advertisement in the digital souvenir journal for 12 months
- Five (5) conference registrations

Marketing/Branding

- Company name and logo listed in sponsor video shown during the event
- Company branded as sponsor in all website digital marketing, email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months
- One (1) 1-year ASALH corporate membership (can be gifted to organization of your choice)

SPONSOR ADS

Full Page Advertisement	\$1,000
Half Page Advertisement	\$500
Quarter Page Advertisement	\$250

*Advertisements in the digital souvenir journal
remain on the website for 12 months.*

HOST COMMITTEE & CONFERENCE PATRONS

EMERALD CONFERENCE HOST SPONSOR \$1,000

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

Sponsor Benefits:

- Quarter page advertisement in the digital souvenir journal for 12 months
- Sponsor name will be listed in the digital souvenir journal for 12 months
- Two (2) complimentary registrations to attend the conference
- One (1) 1-year ASALH institutional membership (can be gifted to organization of your choice)

RUBY CONFERENCE HOST SPONSOR \$1,000

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

Sponsor Benefits:

- Sponsor name will be listed with the Host Committee in the digital souvenir journal for 12 months
- Two (2) complimentary registrations to attend the conference
- Black History Digital Gift Bag
- 1-year ASALH general membership
- ASALH Black History Ornament
- ASALH Black History Greeting Card Set

CONFERENCE PATRON SPONSOR \$500

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

Sponsor Benefits:

- Sponsor name will be listed in the digital souvenir journal for 12 months
- One (1) complimentary registration to attend the conference
- Black History Digital Gift Bag
- ASALH Black History Greeting Card Set



SPECIAL SPONSORSHIPS

DIGITAL EVENT SPACE SPONSOR \$10,000

Digital events and virtual event space can be branded to create a location specific promotion for the conference attendees. Give ASALH guests the look and feel of traveling to a specific location, or experience sponsored by your company. Allow guests to engage with your brand from the comfort of their own home.

Sponsor Benefits:

- Digital signage to promote sponsor on conference landing page
- Opportunity to promote products or services to attendees through branded event spaces
- Network with participants in Zoom breakout rooms
- Half page advertisement in the conference souvenir program
- Company branded as sponsor in all email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months

ASALH AFTER HOURS (SPONSOR GAMES & ACTIVITIES) \$5,000

ASALH After Hours is not only an opportunity to engage conference attendees but this event attracts the general public, especially college and university populations. Numerous participants come to hear poetry, play games and network digitally after hours alongside locally and nationally prominent artists. The event is **FREE AND OPEN TO THE PUBLIC**. Two or more organizations can share this sponsorship.

Sponsor Benefits:

- Opportunity to promote products or services to attendees through branded event spaces
- Digital signage to promote sponsor prior to event
- Opportunity to disseminate company or sponsor information
- Network with participants in game rooms
- Company name, logo and link to company website on event page for 12 months
- Branded thank you emarketing message sent to ASALH After Hours event attendees
- Provide branded virtual gift
- Company name listed in the digital souvenir journal

FILM FESTIVAL SPONSOR \$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**.

Sponsor Benefits:

- Naming rights for the film festival
- Half page advertisement in the digital souvenir journal
- Company branded as sponsor in all website banner ads, email marketing and social media promotion
- Company name, logo and link to company website on event page for 12 months
- Company name listed in the digital souvenir journal

