



# ASALH

Association for the Study of  
African American Life and History

EST 1915



*Dr. Carter G. Woodson*

## FEBRUARY 2022 - BLACK HISTORY MONTH

# *Virtual* FESTIVAL



## SPONSORSHIPS & ADVERTISING



# SPONSORSHIPS & ADVERTISEMENTS

*96th Annual Black History Commemoration*

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

## 2022 *Virtual* FESTIVAL

### LEGACY SPONSOR- \$20,000 & UP



- 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 2022
- 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) Woodson House Ornaments, Twenty (20) Black History Greeting Card Sets, and Twenty (20) lapel pins

### 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 promo
- 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) Woodson House Ornaments, Twenty (20) Black History Greeting Card Sets, and Twenty (20) lapel pins

## BLACK HISTORY THEME 2022:

### BLACK HEALTH & WELLNESS

## 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](http://www.asalh.org)





## 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) Woodson House Ornaments, Fifteen (15) Black History Greeting Card Sets, and Fifteen (15) lapel pins

## HISTORY MAKER 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) Woodson House Ornaments, Ten (10) Black History Greeting Card Sets, and (10) Ten lapel pins

## 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) Woodson House Ornaments, Ten (10) Black History Greeting Card Sets, and Ten (10) lapel pins

## CHAMPION SPONSOR - \$1,500

- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Five (5) tickets
- Five (5) Woodson House Ornaments
- Five (5) ASALH memberships

*- more -*





## HERO SPONSOR - \$1,500

- Sponsor branded digital marketing message sent to ASALH members
- Quarter page advertisement in the digital souvenir journal for 12 months
- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Five (5) tickets

## 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, 2022** as PDF, EPS, TIFF, or JPEG and Sizes meet our ad spec sheet specifications.

Click here for Ad Spec Sheet:  
[www.asalh.org/specsheet](http://www.asalh.org/specsheet)





ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®  
**BLACK HISTORY MONTH VIRTUAL FESTIVAL**  
ALL MONTH LONG DURING FEBRUARY  
2022 BLACK HISTORY THEME: BLACK HEALTH AND WELLNESS

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### CONTACT INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### 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 Sponsor	\$1,500
___ Hero Sponsor	\$1,500
___ 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)*

Card Holder's Name \_\_\_\_\_  
Card number \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_ CVV# \_\_\_\_\_  
Billing Address \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

☐ **Enclosed is my check**

**Please make check payable to:**

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

*ASALH is a nonprofit organization with 501(c)(3) Status - EIN 53-0219640 Program ads must be camera ready and submitted electronically by January 7, 2022.*

**RETURN THIS FORM TO: 301 Rhode Island Avenue, NW, Suite 2204 | Washington, D.C. 20001**  
**202-238-5910 | [sponsorship@asalh.org](mailto:sponsorship@asalh.org) | [www.asalh.org/festival](http://www.asalh.org/festival)**