



SPONSORSHIP & MARKETING

108TH ANNUAL MEETING & CONFERENCE
Jacksonville, Florida

HYATT REGENCY JACKSONVILLE RIVERFRONT

SEPTEMBER 20-24th , 2023

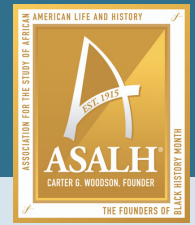
Join us for

Innovative programming celebrating Black History Theme:
BLACK RESISTANCE



Association *for the Study of African American Life and History*®

[ASALH.ORG/CONFERENCE](https://asalh.org/conference) | 202.238.5910 | #ASALH #ASALH2022



ABOUT THE CONFERENCE

The ASALH Annual Conference is an occasion to explore the history and culture of people of African descent. Our conference brings together more than one thousand people, including educators, students, community builders, business professionals, and others who share an abiding interest in learning about the contribution of African Americans to this nation and the world.

For over a century, our conference has featured a rich program, which now includes scholarly sessions, professional workshops, plenaries, a Film Festival, and other presentations that analyze and illuminate a critical theme in the Black experience. Our 2023 virtual conference will offer attendees sessions featuring ASALH members who are prominent figures in Black cultural studies and students from many disciplines.

Sessions will be on the theme and many aspects of Black life, history, and culture

ABOUT ASALH

Established on September 9, 1915, by Dr. Carter G. Woodson, we are the Founders of Black History Month and carry forth the work of our founder, the Father of Black History.

We continue his legacy of speaking a fundamental truth to the world—that Africans and peoples of African descent are makers of history and co-workers in what W.E.B. Du Bois called, "The Kingdom of Culture." ASALH's mission is to create and disseminate knowledge about Black History, to be, in short, the nexus between the Ivory Tower and the global public. We labor in the service of Blacks and all humanity.

ASALH is the world's oldest learned society devoted to the research, education, culture, and history of people of African descent. Dr. Carter G. Woodson is the recognized "Father" of Black history. From its inception, ASALH has remained the paramount organization dedicated to promoting scholarship involving the life and history of African Americans.



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

301 RHODE ISLAND AVENUE, NW | SUITE 2204 | WASHINGTON, DC 20001
202.238.5910 | ASALH.ORG

February 2023

Dear Friend:

On behalf of the Association for the Study of African American Life and History (ASALH), we invite you to become a sponsor or an advertiser for the 108th Annual ASALH Meeting & Conference on September 20 – September 24, 2023, at the Hyatt Regency Jacksonville Hotel. We anticipate over 1,000 scholars, educators, civic leaders, and students from around the country who will attend to discuss this year's theme, "Black Resistance." ASALH, founded by Dr. Carter G. Woodson in 1915, sets the theme for Black History Month and the entire year. (A sponsor's package is enclosed.)

"Black Resistance" acknowledges the historical legacy of Blacks and Whites who fought for equality and against the systemic inequality of Blacks in this country. The history of such disparities is well-documented. Jacksonville's legacy as one of the pioneer Civil Rights and Black History cities in this country is well known, with such homegrown and adopted luminaries as James Weldon Johnson, John Rosamond Johnson, A. Philip Randolph, Rev. John Milton Waldron, Bob Hayes, Earl Johnson, Rutledge Pearson, Dr. Arnett Girardeau, and Dr. Johnnetta B. Cole. James Weldon Johnson, A. Philip Randolph, Earl M. Johnson, Rutledge Pearson, and Dr. Arnett Girardeau are all members of the Florida Civil Rights Hall of Fame.

There's no better city to host the ASALH conference as we focus on Jacksonville's legacy of Black achievement in the struggle for human dignity and respect. Jacksonville is the home of the immortal hymn, "Lift Ev'ry Voice and Sing," written by James Weldon Johnson and his Brother John Rosamond Johnson in part on the Bethel Baptist Institutional Church campus, which was founded in 1838 and is the oldest Baptist church in the city. Florida Memorial University, now located in Miami Gardens, Florida, is one of four HBCUs (Historically Black colleges and universities) in the state of Florida and was initially founded in Jacksonville as Florida Baptist Academy and had many of its initial classes on the campus of the Bethel Baptist Institutional Church.

A. Philip Randolph, the Father of the Modern Civil Rights Movement, was born in Crescent City, Florida, and moved to Jacksonville with his family when he was two years old. He always considered Jacksonville his home.

Mary McLeod Bethune merged her School for Negro Girls with the Cookman Institute in Jacksonville and thus the name Bethune -Cookman College, now Bethune Cookman University, located in Daytona Beach, Florida.

When Dr. Carter G. Woodson founded ASALH in 1915, his goal was to ensure that the history of Black people, particularly in the United States, would be accurately recorded, disseminated widely, and preserved for all time. He dedicated his life to this mission. The annual conference was his creation, and this crucial meeting has continued for over 100 years.



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Becoming a sponsor or advertiser for this event is a wonderful opportunity to support and reach Jacksonville's expanding community. It's also an excellent way to support ASALH's mission to have America's history reflect the vast contributions of African American people.

If you need the sponsor reply form sent to you electronically, please call the national office at 202.238.5910 or email ASALH's Executive Director, Sylvia Cyrus, at scyrus@asalh.org.

Your investment in the 107th ASALH conference in Jacksonville will help preserve and share African Americans' rich history.

We look forward to the hospitality of the great city of Jacksonville.

We can only do this with you!

Sincerely,

W. Marvin Dulaney, Ph.D.
President

Rodney L. Hurst
2023 Host Committee Chair

SPONSORSHIP & MARKETING OPPORTUNITIES

PLATINUM SPONSOR \$50,000

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 2023
- 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 \$25,000

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 \$15,000

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 \$10,000

Recognition

- Full 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 Half	\$1,000
Page Advertisement Quarter	\$500
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
- 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
- ASALH Black History Greeting Card Set



SPECIAL SPONSORSHIPS

TEACHER'S WORKSHOP SPONSOR \$20,000

The unique innovative virtual workshop is an opportunity for middle and high school educators to receive training in culturally responsive teaching that incorporates dimensions of African American culture and tenets of identity development for students. Sponsorship supports 25 teachers and administrators to attend the workshop and supports luncheon coupons, virtual workshop facilitators, and instructional material that include digital access for publications and classrooms.

Sponsor Benefits:

- Company representative to give brief two minute prerecorded remarks shown on screen during Teacher's Workshop
- Company name and logo listed in sponsor video shown during the event
- 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

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



FILM FESTIVAL SPONSOR \$10,000

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

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 email marketing message sent to ASALH After Hours event attendees
- Provide branded virtual gift
- Company name listed in the digital souvenir journal

