SPONSORSHIP & MARKETING

107TH ANNUAL MEETING & CONFERENCE Montgomery, Alabama
RENAISSANCE MONTGOMERY HOTEL & SPA CONVENTION CENTER
SEPTEMBER 29 - OCTOBER 1, 2022

Join us for

Innovative programming celebrating Black History Theme:
BLACK HEALTH & WELLNESS

Association for the Study of African American Life and History®
ASALH.ORG/CONFERENCE | 202.238.5910 | #ASALH #ASALH2022
February 2022

Dear Friend:

On behalf of the Association for the Study of African American Life and History (ASALH), I invite you to become a sponsor or advertiser for the 107th Annual Meeting & Conference on September 29 - October 2, 2022, at the Renaissance Montgomery Hotel & Spa Convention Center. We anticipate over 1,000 scholars, educators, civic leaders, and students from around the country who will attend to discuss this year's timely theme Black Health and Wellness.

This theme not only acknowledges the vast social and health inequities exacerbated by the COVID-19 pandemic, but the legacy of Black scholars and medical practitioners, doulas, midwives, herbalists, etc. throughout the African Diaspora. Our self-determination continues to provide spaces for Black people to counter the economic and health disparities and discrimination that are often found at mainstream institutions.

There's no better city to host the ASALH conference as we unpack the legacy of Black Health and Wellness and our fervent struggle for accessible and equitable healthcare. Montgomery – the capital city of Alabama – is home to the Equal Justice Initiative's Legacy Museum and Alabama State University, born because of the fortitude of nine freed slaves from Marion, Alabama, who sought to build a school for African Americans previously denied the right to an education. Montgomery is also less than one hour from Tuskegee, Alabama, home of the infamous Tuskegee Syphilis Study.

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 important meeting has continued for more than 100 years.

Becoming a sponsor or advertiser for this event is a wonderful opportunity to support and reach Montgomery's vibrant 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 Montgomery will help to preserve and share the rich history of African Americans. We can't do this without you!

Sincerely,

Dr. W. Marvin Dulaney
President
ASALH
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

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Advertisement Half</td>
<td>$1,000</td>
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<tr>
<td>Page Advertisement Quarter</td>
<td>$500</td>
</tr>
<tr>
<td>Page Advertisement</td>
<td>$250</td>
</tr>
</tbody>
</table>

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)

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**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

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**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 $15,000

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
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

**FILM FESTIVAL SPONSOR $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