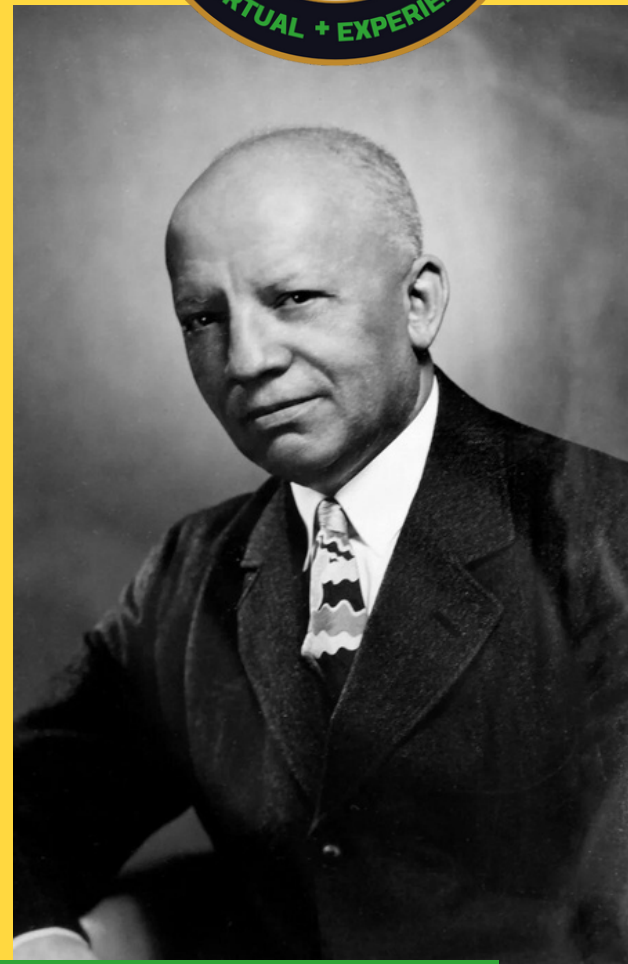


# BLACK HISTORY MONTH FESTIVAL



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

All month long during February  
[asalh.org/festival](http://asalh.org/festival)

# BLACK HISTORY MONTH FESTIVAL

2023 BLACK HISTORY THEME:  
BLACK RESISTANCE

**THIS YEAR'S FESTIVAL WILL CELEBRATE THE THEME OF  
BLACK RESISTANCE STARTING FEBRUARY 1, 2023.**

During these uncertain times in which the very nature of what the Association does—the teaching of areas of Black History which has been legally banned in seven U.S. states as “history that makes people uncomfortable” ASALH presents it’s annual month-long Black History Month Festival.

African Americans have resisted historic and ongoing oppression, in all forms, especially the racial terrorism of lynching, racial pogroms, and police killings since our arrival upon these shores. These efforts have been to advocate for a dignified self-determined life in a just democratic society in the United States and beyond the United States political jurisdiction.

The 1950s and 1970s in the United States was defined by actions such as sit-ins, boycotts, walk outs, strikes by Black people and white allies in the fight for justice against discrimination in all sectors of society from employment to education to housing. Black people have had to consistently push the United States to live up to its ideals of freedom, liberty, and justice for all.

Historically and today in the 21st century, Black people have worked the political angle to seek their rightful space in the country. Where race is concerned, legislative or judicial action to deal with controversial issues has often come late. The historic Executive Orders 8802 and 9346 were responses to A. Phillip Randolph and the all-Black March on Washington Movement’s threat to lead a 50,000-strong Black worker’s march into Washington, DC.

And all three of the Civil Rights Act, the Voting Rights Act and the Fair Housing Act were concessions to the Civil Rights and Black Power movements. Every advance, improvement in our quality of life and access to the levers of power to determine our destiny has been achieved through struggle.

JOIN US... for a month/long festival of events that will address “Black Resistance” in The Arts, the Black Press and the Black Church. As the-late Congressman John Lewis advised, “Do not get lost in a sea of despair. Be hopeful, be optimistic. Our struggle is not the struggle of a day, a week, a month, or a year, it is the struggle of a lifetime. Never, ever be afraid to make some noise and get in good trouble, necessary trouble.”

## 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:

Sylvia Cyrus: 202-238-5915 or  
sponsorship@asalh.org

## ADDRESS

301 Rhode Island Avenue, NW  
Suite 2204  
Washington, DC 20001  
[www.asalh.org](http://www.asalh.org)

# SPONSORSHIPS



## 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 2023
- 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 to the Virtual Marquee Event on February 22, 2023
- One-year ASALH Corporate membership, Two (2) one-year ASALH Institutional memberships and Twenty (20) one-year ASALH General memberships
- Twenty (20) Amanda Gorman's book, The Hill We Climb, 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
- Fifteen (15) tickets to the Virtual Marquee Event on February 22, 2023
- One-year ASALH Corporate membership and Fifteen (15) one-year ASALH General memberships
- Fifteen (15) Amanda Gorman's book, The Hill We Climb, Fifteen (15) Black History Greeting Card Sets, and Fifteen (15) lapel pins

## 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
- Ten (10) tickets to the Virtual Marquee Event on February 22, 2023
- One-year ASALH Corporate memberships and Ten (10) One-year ASALH General memberships
- Ten (10) Amanda Gorman's book, The Hill We Climb, Ten (10) Black History Greeting Card Sets, and Ten (10) 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 to the Virtual Marquee Event on February 22, 2023
- One (1) One-year ASALH Institutional Membership
- Five (5) One-year ASALH General memberships
- Five (5) Amanda Gorman's book, The Hill We Climb, five (5) Black History Greeting Card Sets, and (5) five 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 to the Virtual Marquee Event on February 22, 2023
- Five (5) One-year ASALH General memberships
- Five (5) Amanda Gorman's book, The Hill We Climb, five (5) Black History Greeting Card Sets, and five (5) lapel pins

## **CHAMPION SPONSOR - \$1,500**

- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Ten (10) tickets to the Virtual Marquee Event on February 22, 2023
- Five (5) Black History Greeting Card Sets
- Five (5) ASALH memberships

## **HERO SPONSOR - \$1,500**

- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Sponsor branded digital marketing message sent to ASALH members
- Quarter page advertisement in the digital souvenir journal for 12 months
- Ten (10) tickets to the Virtual Marquee Event on February 22, 2023

## **FESTIVAL PATRON SPONSOR - \$500**

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

### **Sponsor Benefits:**

- Sponsor name will be listed in the digital souvenir journal for 12 months
- Two (2) complimentary registrations to attend the Festival Marquee event
- Two (2) ASALH Black History Greeting Card Sets

# **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 17, 2023** 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)**

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## 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
- Festival Patron Sponsor \$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*