

# 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](https://ASALH.ORG/FESTIVAL)

# BLACK HISTORY MONTH FESTIVAL

**This year's festival will celebrate the theme of African Americans and the Arts, starting February 1, 2024.**

African American art is infused with African, Caribbean, and the Black American lived experiences. In the fields of visual and performing arts, literature, fashion, folklore, language, film, music, architecture, culinary and other forms of cultural expression the African American influence has been paramount. African American artists have used art to preserve history and community memory as well as for empowerment. Artistic and cultural movements such as the New Negro, Black Arts, Black Renaissance, hip-hop, and Afrofuturism, have been led by people of African descent and set the standard for popular trends around the world. In 2024, we examine the varied history and life of African American arts and artisans.

For centuries Western intellectuals denied or minimized the contributions of people of African descent to the arts as well as history, even as their artistry in many genres was mimicked and/or stolen. However, we can still see the unbroken chain of Black art production from antiquity to the present, from Egypt across Africa, from Europe to the New World. Prior to the American Revolution, enslaved Africans of the Lowcountry began their more than a three-hundred-year tradition of making sweetgrass baskets, revealing their visual artistry via craft.

The term Afrofuturism was used approximately thirty years ago in an effort to define cultural and artistic productions (music, literature, visual arts, etc.) that imagine a future for Black people without oppressive systems, and examines how Black history and knowledge intersects with technology and science. Afrofuturist elements can be found in the music of Sun Ra, Rashan Roland Kirk, Janelle Monáe, and Jimi Hendrix. Other examples include sci-fi writer Octavia Butler's novels, Marvel film Black Panther, and artists such as British-Liberian painter Lina Iris Viktor, Kenyan-born sculptor Wangechi Mutu, and Caribbean writers and artists such as Nalo Hopkinson, and Grace Jones.

In celebrating the entire history of African Americans and the arts, the Association for the Study of African American Life and History (ASALH) puts into the national spotlight the richness of the past and present with an eye towards what the rest of the twentieth-first century will bring. ASALH dedicates its 98th Annual Black History Theme to African Americans and the arts.

## 2024 BLACK HISTORY THEME: AFRICAN AMERICANS AND THE ARTS

### 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 ongoing 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](mailto:sponsorship@asalh.org)

### ADDRESS

301 Rhode Island Avenue, NW  
Suite 1508  
Washington, DC 20001  
[www.asalh.org](http://www.asalh.org)

# SPONSORSHIPS



## LEGACY - \$20,000 & UP

- Company representative to give brief one–two minute **in-person** remarks during the Annual Festival Luncheon (February 24, 2024)
- Company provided 30 second advertisement to be shared on ASALH TV (YouTube), social media, and email campaigns
- 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 front of digital souvenir journal
- Two (2) Gold ticket tables (total of 20 tickets) to the Annual Festival Luncheon (February 24, 2024)
- Twenty (20) registrations to the Virtual Marquee Event
- One–year ASALH Corporate membership (current year)
- Two (2) one–year ASALH Institutional memberships (current year)
- Twenty (20) one–year ASALH General memberships (current year)
- Twenty (20) Banned–Book Tote Bags and ASALH branded merchandise, Twenty (20) lapel pins

## CULTURAL - \$15,000

- Company provided 30 second advertisement to be shared on ASALH TV (YouTube), social media, and email campaigns
- 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
- Ten (10) Gold table tickets to the Annual Festival Luncheon (February 24, 2024)
- Fifteen (15) registrations to the Virtual Marquee Event
- One–year ASALH Corporate membership (current year)
- Ten (10) one–year ASALH General memberships (current year)
- Ten (10) Banned–Book Tote Bags
- One–year ASALH Institutional membership (current year)

## HERITAGE - \$10,000

- 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
- One (1) Gold table of ten tickets for the Annual Festival Luncheon (February 24, 2024)
- Ten (10) registrations to the Virtual Marquee Event
- One–year ASALH Corporate membership (current year) Value
- One–year ASALH Institutional membership (current year)
- Five (5) One–year ASALH General memberships (current year)
- Ten (10) lapel pins

## HISTORY MAKER - \$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
- One (1) Silver table of ten tickets for the Annual Festival Luncheon (February 24, 2024)
- Four (4) registrations to the Virtual Marquee Event
- One (1) One-year ASALH Institutional Membership (current year)
- Ten (10) ASALH lapel pins

## PRESERVATION - \$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
- Six (6) Silver tickets to the Annual Festival Luncheon (February 24, 2024)
- Two (2) registrations to the Virtual Marquee Event
- Six (6) lapel pins
- One (1) Institutional membership (current year)

## CHAMPION - \$1,500

- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Four (4) general tickets to the Annual Festival Luncheon (February 24, 2024)
- One (1) registration to the Virtual Marquee Event
- Four (4) ASALH lapel pins

## HERO - \$1,000

- Company/Individual name and logo listed in the digital souvenir journal for 12 months
- Quarter page advertisement in the digital souvenir journal for 12 months.
- Two (2) general tickets to the Annual Festival Luncheon (February 24, 2024)
- One (1) registration to the Virtual Marquee Event
- Two (2) ASALH lapel pins

## FESTIVAL - \$500

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

- Sponsor name will be listed in the digital souvenir journal for 12 months
- One (1) complimentary general ticket to attend the Festival Luncheon (February 24, 2024)
- One (1) ASALH lapel pin

# CORPORATE ADS

- 4-Color full page ad - **\$1,000**
- 4-Color half page ad - **\$500**
- 4-Color quarter page ad - **\$250**
- All camera ready ads must be: 300 dpi, Full-Color CMYK or Grayscale
- Must be submitted by **January 21, 2024** 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)**

# BLACK HISTORY MONTH FESTIVAL

2024 BLACK HISTORY THEME:  
AFRICAN AMERICANS AND THE ARTS

All month long during February  
asalh.org/festival

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### CONTACT INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### TYPE OF SPONSORSHIP

<input type="checkbox"/> Legacy	\$20,000	<input type="checkbox"/> Hero	\$1,000
<input type="checkbox"/> Cultural	\$15,000	<input type="checkbox"/> Festival Patron	\$500
<input type="checkbox"/> Heritage	\$10,000	<input type="checkbox"/> Corporate Ad (full-page)	\$1,000
<input type="checkbox"/> History Maker	\$5,000	<input type="checkbox"/> Corporate Ad (half-page)	\$500
<input type="checkbox"/> Preservation	\$2,500	<input type="checkbox"/> Corporate Ad (quarter-page)	\$250
<input type="checkbox"/> Champion	\$1,500		

I cannot attend, but I am pleased to enclose a donation of \$ \_\_\_\_\_

Please Charge my Credit Card *(For Security reasons, you can call 202-238-5912)*

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 1508, NW

Washington, DC 20001

*ASALH is a nonprofit organization with 501(c)(3) Status - EIN 53-0219640*