

# SPONSORSHIP & MARKETING

109TH ANNUAL MEETING & CONFERENCE  
Pittsburgh, Pennsylvania

OMNI WILLIAM PENN HOTEL

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SEPTEMBER 25-29th, 2024

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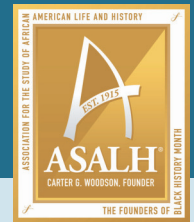
*Join us for*

Innovative programming celebrating the Black History Theme:  
**AFRICAN AMERICANS AND THE ARTS**



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

[ASALH.ORG/CONFERENCE](https://ASALH.ORG/CONFERENCE) | 202.238.5910 | #ASALH #ASALH2024



## 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 2024 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.

# 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 program featuring speaker support for a corporate planned event within the next 12 months
- 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
- Ten (10) conference registrations. Include sessions, meals, and packages.
- Fifty (50) 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 current and next-year corporate memberships (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
- Ten (10) conference registrations. Conference registration is for sessions and includes four (4) meal events per person
- Twenty-five (25) 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 current and next-year 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 shown on screen during a key presentation at the event
- Full page advertisement in the digital souvenir journal for 12 months
- Five (5) conference registrations. Conference registration is for sessions and four (4) meal events per person
- Five (5) ASALH-themed tote bags. 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 current and next-year 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
- Two (2) conference registrations with sessions and four (4) meals each
- Three (3) conference registrations for sessions only

### 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 current and next-year corporate membership (can be gifted to organization of your choice)

## SPONSOR ADS

Full Page Advertisement	\$1200
Half Page Advertisement	\$600
Quarter Page Advertisement	\$300

**Advertisements in the digital souvenir journal remain on the website for 12 months.**



# CONFERENCE PATRONS

## EMERALD PATRON \$1,500

Individuals can give to support the ASALH Conference and be recognized as an Emerald Patron donor.

### Patron Benefits:

- 1-year ASALH institutional membership (can be gifted to the organization of your choice)
- Two (2) complimentary general registrations to attend the conference sessions
- Quarter-page advertisement in the digital souvenir journal for 12 months
- Patron's name will be listed in the digital souvenir journal for 12 months

## RUBY PATRON \$1,000

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

### Patron Benefits:

- 1-year ASALH general membership
- Two (2) complimentary general registrations to attend the conference sessions
- Patron's name will be listed with the Host Committee in the digital souvenir journal for 12 months
- ASALH Black History Ornament
- ASALH Black History Greeting Card Set

## SAPPHIRE PATRON \$500

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

### Patron Benefits:

- One (1) complimentary general registration to attend the conference sessions
- Patron's name will be listed in the digital souvenir journal for 12 months
- ASALH Black History Greeting Card Set



# SPECIAL SPONSORSHIPS

## SUPPORTERS OF EDUCATION SESSIONS \$20,000

These unique and innovative sessions are an opportunity for middle and high school educators to receive training in teachings that incorporates dimensions of African American culture and tenets of identity development for students. Sponsorship supports 50 educators to attend the sessions and the luncheon, the livestreaming of the sessions from 2023, 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 the Supporters of Education Session
- Company name and logo listed in sponsor video shown during the event
- Full page advertisement in the Digital Souvenir Journal for 12 months
- 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 Digital Souvenir Journal for 12 months
- 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 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
- Company name listed in the digital souvenir journal

## FELIX ARMFIELD DISSERTATION PITCH \$5,000

The Felix Armfield Dissertation Pitch provides funding for graduate students to promote their topics in a session during the conference. The winner(s) receive cash prizes to support their research.

Cherisse Jones-Branch - Arkansas State University (judge)  
Jamal Brooks-Hawkins - University of Arizona (winner)  
Jessica D. Klanderud, - Berea College (chair/judge)  
Stefan Bradley - Loyola Marymount University (judge)

