

BLACK HISTORY MONTH FESTIVAL

ALL MONTH LONG DURING FEBRUARY



ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®



SPONSORSHIP &
ADVERTISING
OPPORTUNITIES

[ASALH.ORG/FESTIVAL](https://asalh.org/festival)

BLACK HISTORY MONTH FESTIVAL

This year's festival will celebrate the theme of African Americans and Labor, starting February 1, 2025.

The theme focuses on the various and profound ways that work and working of all kinds – free and unfree, skilled, and unskilled, vocational and voluntary – intersect with the collective experiences of Black people. Indeed, work is at the very center of much of Black history and culture. Be it the traditional agricultural labor of enslaved Africans that fed Low Country colonies, debates among Black educators on the importance of vocational training, self-help strategies and entrepreneurship in Black communities, or organized labor's role in fighting both economic and social injustice, Black people's work has been transformational throughout the U.S., Africa, and the Diaspora. The 2025 Black History Month theme, "African Americans and Labor," sets out to highlight and celebrate the potent impact of this work.

Considering Black people's work through the widest perspectives provides versatile and insightful platforms for examining Black life and culture through time and space. In this instance, the notion of work constitutes compensated labor in factories, the military, government agencies, office buildings, public service, and private homes. But it also includes the community building of social justice activists, voluntary workers serving others, and institution building in churches, community groups, and social clubs and organizations. In each of these instances, the work Black people do and have done have been instrumental in shaping the lives, cultures, and histories of Black people and the societies in which they live. Understanding Black labor and its impact in all these multivariate settings is integral to understanding Black people and their histories, lives, and cultures.

2025 marks the 100-year anniversary of the creation of Brotherhood of Sleeping Car Porters and Maids by labor organizer and civil rights activist A. Philip Randolph, which was the first Black union to receive a charter in the American Federation of Labor. Martin Luther King, Jr incorporated issues outlined by Randolph's March on Washington Movement such as economic justice into the Poor People's Campaign, which he established in 1967. For King, it was a priority for Black people to be considered full citizens.

The theme, "African Americans and Labor," intends to encourage broad reflections on intersections between Black people's work and their workplaces in all their iterations and key moments, themes, and events in Black history and culture across time and space and throughout the U.S., Africa, and the Diaspora.

2025 BLACK HISTORY THEME: AFRICAN AMERICANS AND LABOR

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:

Crystal Boswell: (301) 751-9314
or cboswell@asalh.org

ADDRESS

301 Rhode Island Avenue, NW
Suite 1508
Washington, DC 20001
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 22, 2025)
- Company provided 30 second advertisement to be shared on ASALH TV (YouTube), social media, and email campaigns
- Company branded as sponsor in email marketing and social media promotion
- Company name, logo and link to company website on event page
- Full page ad located prominently in the digital souvenir journal
- Two (2) Legacy ticket tables (total of 20 tickets) to the Annual Festival Luncheon (February 22, 2025)
- One–year ASALH Corporate membership (current year)
- Twenty (20) one–year ASALH General memberships (current year)
- Twenty (20) ASALH branded swag items, 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 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
- One (1) Cultural ticket table (total of 10 tickets) to the Annual Festival Luncheon (February 22, 2025)
- One–year ASALH Corporate membership (current year)
- Ten (10) one–year ASALH General memberships (current year)
- Ten (10) ASALH branded swag items
- One–year ASALH Institutional membership (current year)

HERITAGE - \$10,000

- Company branded as sponsor in 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) Heritage ticket table (total of 10 tickets) to the Annual Festival Luncheon (February 22, 2025)
- One–year ASALH Corporate membership (current year)
- 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 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) History ticket table (total of 10 tickets) to the Annual Festival Luncheon (February 22, 2025)
- One (1) One-year ASALH Institutional Membership (current year)
- Ten (10) ASALH lapel pins

PRESERVATION - \$2,500

- Company branded as sponsor in 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) Platinum tickets to the Annual Festival Luncheon (February 22, 2025)
- 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) Platinum tickets to the Annual Festival Luncheon (February 22, 2025)
- 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) Platinum tickets to the Annual Festival Luncheon (February 22, 2025)
- 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 Platinum tickets to attend the Annual Festival Luncheon (February 22, 2025)
- 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, 2025** as PDF, EPS, TIFF, or JPEG and sizes meet our ad spec sheet specifications

Click here for Ad Spec Sheet: www.asalh.org/specsheet

BLACK HISTORY MONTH FESTIVAL

2025 BLACK HISTORY THEME:
AFRICAN AMERICANS AND LABOR

All month long during February
asalh.org/festival

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company Name _____

Address _____

City _____ State _____ Zip _____

CONTACT INFORMATION

Name _____ Title _____

Phone _____ Office Cell

Email _____

TYPE OF SPONSORSHIP OR AD

<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