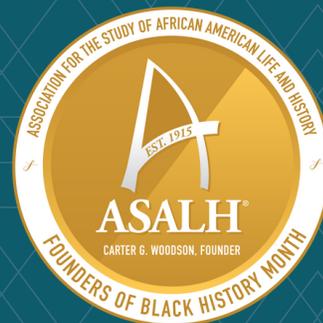


# BLACK HISTORY MONTH

ALL FEBRUARY LONG



**ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY®**  
THE FOUNDEES OF BLACK HISTORY MONTH



SPONSORSHIP &  
ADVERTISING  
OPPORTUNITIES

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

# BLACK HISTORY MONTH

**This year will celebrate the theme of A Century of Black History Commemorations, starting February 1, 2026.**

2026 marks a century of national commemorations of Black history. Dr. Carter Godwin Woodson, George Cleveland Hall, William D. Hartgrove, Jesse E. Moorland, Alexander L. Jackson, and James E. Stamps institutionalized the teaching, study, dissemination, and commemoration of Black history when they founded the Association for the Study of Negro Life and History (ASNLH) on September 9, 1915.

In 1925, when Dr. Carter G. Woodson planned the inaugural week-long observance of Black history, he could have hardly anticipated the imprint he would leave on the world. From Negro History Week to Black History Month, ASALH has carried forth the tradition and the observances have become part of the wolf and warp of American culture and increasingly the global community. For its 100th theme, the Founders of Black History Month urges us to explore the impact and meaning of Black history and life commemorations in transforming the status of Black peoples in the modern world.

As part of the global African Diaspora, people of African descent in the United States have viewed their role in history as critical to their own development and that of the world. Along with writing Black histories, antebellum Black scholars north of slavery started observing the milestones in the struggle of people of African descent to gain their freedom and equality. Revealing their connection to the diaspora, they commemorated the Haitian Revolution, the end of the slave trade, and the end of slavery in Jamaica. They observed American emancipation as Watch Night, Jubilee Day, and Juneteenth celebrations. Eventually they feted the lives of individuals figures who fought against slavery, most notably Abraham Lincoln and Frederick Douglass. The scholar Arthur A. Schomburg captured the motivation of Black to dig up their own history and present it to the world: "The American Negro must remake his past in order to make his future."

**Scan to  
read more**



## 2026 BLACK HISTORY THEME: A CENTURY OF BLACK HISTORY COMMEMORATIONS

### 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](mailto:cboswell@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 Black History Month Luncheon (February 28, 2026)
- 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 tables (total of 20 tickets) to the Annual Black History Month Luncheon (February 28, 2026)
- 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 table (total of 10 tickets) to the Annual Black History Month Luncheon (February 28, 2026)
- 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 table (total of 10 tickets) to the Annual Black History Month Luncheon (February 28, 2026)
- 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 table (total of 10 tickets) to the Annual Black History Month Luncheon (February 28, 2026)
- 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) tickets to the Annual Black History Month Luncheon (February 28, 2026)
- 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) tickets to the Annual Black History Month Luncheon (February 28, 2026)
- 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) tickets to the Annual Black History Month Luncheon (February 28, 2026)
- Two (2) ASALH lapel pins

## SUPPORTER - \$500

- Sponsor name will be listed in the digital souvenir journal for 12 months
- One (1) complimentary ticket to attend the Annual Black History Month Luncheon (February 28, 2026)
- One (1) ASALH lapel pin

# CORPORATE ADS

- 4-Color full page ad - **\$1,000**
- 4-Color half page ad - **\$600**
- All camera ready ads must be: 300 dpi, Full-Color CMYK or Grayscale
- Must be submitted by **January 21, 2026** 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

**2026 BLACK HISTORY THEME:  
A CENTURY OF BLACK HISTORY COMMEMORATIONS**

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"/> Champion	\$1,500
<input type="checkbox"/> Cultural	\$15,000	<input type="checkbox"/> Hero	\$1,000
<input type="checkbox"/> Heritage	\$10,000	<input type="checkbox"/> Supporter	\$500
<input type="checkbox"/> History Maker	\$5,000	<input type="checkbox"/> Corporate Ad (full-page)	\$1,000
<input type="checkbox"/> Preservation	\$2,500	<input type="checkbox"/> Corporate Ad (half-page)	\$600

**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*