



"Founders of Black History Month"

ASALH

96th Convention
Richmond, VA

Honorary Co-Chairs

Edward Ayers
President
University of Richmond

Raymond Boone
Publisher
Richmond Free Press

William Harvey
President
Hampton University

Keith Miller
President
Virginia State University

Claude Perkins
President
Virginia Union University

Oliver Singleton
President
The Metropolitan Business
League

Teresa Sullivan
President
University of Virginia

ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY, INC.

2225 Georgia Ave., NW • Suite 331 • Washington, DC 20059
Phone (202) 238.5910 • Fax (202) 986.1506
Website: www.asalh.org • Email: info@asalh.net

ASALH Facts

ASALH is the leading organization in the United States doing research, publishing and youth education on African American Culture and History. We work with both scholars and at-risk youth producing cutting edge knowledge and using it to encourage teens to stay in school and plan for a productive future.

96th Annual Convention

Our scholarly convention is the largest event in our annual calendar. This year's convention will be in Richmond, VA from October 5 through October 9 at the Richmond Marriott. The theme for the year, "African Americans and the Civil War," celebrates the sesquicentennial of the beginning of the Civil War.

Supporting the Convention

The convention benefits people across the United States, including college and university faculty and students, junior high and high school teachers and students, independent scholars, and many others. Sponsorship provides an opportunity to make a donation, become a sponsor, or purchase an ad.

Sponsoring Convention Events

The ASALH Banquet—Co-sponsorship \$5,000. We have invited Congressman Bobby Scott to be our speaker. The dinner is an opportunity for convention participants to come together in fellowship after sharing five days of discussion based on the latest research on African American history.

Old School, New School Poetry Slam—Co-sponsorship \$2,000. This event is designed to attract college students and young adults in convention cities to hear and present their own poetry alongside locally and nationally prominent artists. The poetry slam occurs on Friday evening. Admission is free to all who wish to share. Sponsorship dollars help pay for audio/visual needs and evening snacks and drinks for guests.

Journal of African American History (JAAH) Reception—Co-sponsorship \$5,000. Founded in 1916 by Carter G. Woodson, the Father of Black History, the JAAH is the oldest scholarly journal on the black experience published in the United States. The reception is held annually to mark the continued success of the Journal and to celebrate the contributions of those who help to make its successes possible.



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Black History Heritage Tour—Co-sponsorship \$3,000. Our heritage tour provides conventioners and other interested parties the opportunity to explore the history of a local black community via a guided bus tour. Sponsorship supports costs of transportation.

Youth Day—Co-sponsorship level \$5,000. Local area teens participate in Youth Day at the convention site, at a nearby museum or theatre, or in their own school auditorium. Each year, local college students participate in a role-modeling presentation. Youth presenters explain the legacy of Carter G. Woodson, promote respect and pride in African American history and culture, and encourage audience members to remain in school and prepare for a successful future. Adult speakers share stories of their education, growth, and current work.

Annual Essay Contest - \$1,500. The contest, which encourages student research and writing on black life, history, and culture, invites papers on the convention theme. The winner (s) receives a cash prize and may secure a publication opportunity as well.

Convention Bag Portfolio—Co-sponsorship \$1,000. Exclusive sponsorship \$4,000. The convention bag is a gift to registrants. The bag includes an assortment of note-taking items and convention souvenir's and, with sufficient funding, a portfolio imprinted with a sponsor's logo.

Exhibit Hall Coffee Breaks/Breakfast—Co-sponsorship \$1,000. To increase traffic in the exhibit area and to encourage vendors to return to the convention every year as we move around the country, we offer coffee breaks and snacks to them and to our conventioners. Both vendors and registrants have come to enjoy this feature of the convention.

Film Festival—Sponsorship \$2,500. Each year, ASALH works with a number of film houses and ASALH members who are filmmakers to bring current short films and historically significant film projects to convention participants. Sponsorship covers audio visual costs as well as transportation, room, and board for the video technician in charge.

General Sponsorship Levels and Benefits

Diamond: \$25,000-\$49,999

- Convention naming rights: "Annual ASALH Convention Sponsored by [your company name here]."
- Recognition in all print and electronic media promotional and publicity materials.



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- Recognition in all event collateral including, but not limited to, advance event announcements, Souvenir Journal, signage at meal functions and at press conference. Please note that some of these opportunities are time sensitive, pending financial commitment and art submission before press deadlines.
- Prominent display of sponsor-provided signage in the exhibit hall and annual banquet room.
- A seat on the dais at the annual banquet and opportunity to briefly address guests.
- Two reserved tables at annual banquet and two admissions to any convention reception.
- An opportunity for a company representative to address attendees at the opening night reception.
- Manned exhibit space in the exhibit hall for the full duration of the convention.
- Recognition at all events by the ASALH national president.
- Full-page message of greetings included in the Souvenir Journal.
- Inclusion of sponsor-provided logo on ASALH website for a year after the program.
- Complimentary ASALH corporate membership, one complimentary life membership, and two general memberships.

Platinum--\$15,000-\$24,999

- Naming rights for one of the three luncheons at the convention and an opportunity to address guests at that luncheon.
- Recognition in all print and electronic media promotional and publicity materials.
- Recognition in all event collateral, including but not limited to advanced event announcements, Souvenir Journal, and press conference. Please note that some of these opportunities are time sensitive, pending financial commitment and art submission by press deadlines.
- Prominent display of sponsor-provided signage in the exhibit hall and at the annual banquet.
- Five invitations to opening reception.
- Manned exhibit space in the exhibit hall for the duration of the convention.
- One VIP table at the annual banquet and two invitations to any convention luncheon.
- Full-page ad in Souvenir Journal.
- Recognition from ASALH national president.
- Inclusion of sponsor-provided logo on ASALH website for a year after program.
- Complimentary ASALH corporate/institutional membership and five general memberships.



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Gold: \$10,000-\$24,999

- Exhibit hall naming rights.
- Sponsor recognition in all print and electronic media promotional and publicity materials.
- Sponsor recognition in all event collateral including, but not limited to, advanced event announcements, invitation, event commemorative program. Note that this opportunity is time sensitive because of press deadlines.
- Prominent display of sponsor-provided signage in exhibit hall and at banquet.
- Unmanned information table in exhibit hall.
- Three invitations to opening night reception.
- Full-page ad in Souvenir Journal.
- Recognition from ASALH president.
- Five VIP seats at banquet and two invitations to any luncheon or reception.
- Inclusion of sponsor-provided logo on ASALH website for one year.
- One complimentary corporate/institutional membership and two general memberships.

Silver: \$7,500-\$9,999

- Naming rights for Sunday ecumenical breakfast.
- Sponsorship recognition in print and electronic media promotional and publicity materials.
- Sponsorship recognition in all event collateral including, but not limited to, advanced event announcements, invitations, event commemorative program. Note that this opportunity is time sensitive because of press deadlines.
- One invitation to opening night reception.
- Prominent display of sponsor-provided signage in exhibit hall and materials displayed on information table.
- Full-page ad in Souvenir Journal.
- Recognition from ASALH president.
- Three VIP seats at banquet and two invitations to any luncheon or reception.
- Inclusion of sponsor-provided logo on the ASALH website for six months following convention. Complimentary corporate/institutional membership and two general memberships.

Bronze: \$5,000-\$7,499

- Sponsor recognition in print and electronic media promotional and publicity materials.
- Sponsor recognition in event commemorative program. This opportunity is time sensitive because of press deadlines.
- Full-page ad in Souvenir Journal.
- Recognition from ASALH president.
- Two VIP seats at banquet and two invitations to any luncheon or reception.



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- Inclusion of sponsor-provided logo on ASALH website convention page and on sponsorship page for six months following convention.
- One corporate/institutional membership and one general membership.

Supporter: \$1,000-\$4,999

- Sponsor recognition in print and electronic media promotional and publicity materials.
- Sponsor recognition in event commemorative program. This opportunity is time sensitive because of press deadlines.
- One invitation to opening night reception.
- One-half page ad in Souvenir Journal.
- Recognition from ASALH president.
- VIP seating for two at banquet.
- Inclusion of sponsor-provided logo on the ASALH website for three months after conclusion of convention.
- Two complimentary general memberships.