



"Founders of Black History Month"

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

525 Bryant Street, NW, Suite C142, Washington, DC 20059
Phone (202) 865-0053 • Fax (202) 265-7920
Website: www.asalh.org • Email: info@asalh.net

95th Convention Raleigh, NC

Marvin Pittman
Chairman
Local Arrangements
Committee

Dianne Boardley-Suber
President
St. Augustine's College
Honorary Co-Chair

Hilda Pinnix-Ragland
Vice President
Corporate Public Affairs
Progress Energy
Honorary Co-Chair

Lloyd M. Yates
President and CEO
Corporate Public Affairs
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Keith Grandberry
President and CEO
Winston Salem Urban
League
Honorary Co-Chair

Cynthia G. Marshall
President
AT&T North Carolina
Honorary Co-Chair

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.

95th Annual Convention

Our scholarly convention is the largest event in our annual calendar. This year's convention will be in Raleigh, from September 29 through October 3 at the Convention Center. The theme for the year, "The History of Black Economic Empowerment," celebrates the centennial of the National Urban League.

Supporting the Convention

The convention benefits people across North Carolina and the United States, including college and university faculty and students, junior high and high school teachers and students, independent scholars, and many others. Given the expense of staging such a large event, however, we must raise funds to support it. You can help by making a donation, becoming a sponsor, or purchasing an ad.

Sponsoring Convention Events

The ASALH Banquet—Co-sponsorship \$5,000. In keeping with this year's theme, we have invited National Urban League President and CEO Marc Morial 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. This year's reception will honor North Carolina Central University faculty member Dr. Sylvia Jacobs for her contributions to scholarship in the fields of African and African American History. North Carolina Central University will serve as one of the co-sponsors.



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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. This year, we ride with Capital City Tour Company.

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. This year, local college students will 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. ASALH is working with Dr. Marvin Connelly at Wake County Public School System to finalize plans for the event.

Annual Essay Contest. This event will be exclusively sponsored by Lillie and Paul Edwards in 2010. The contest, which encourages student research and writing on black life, history, and culture, invites papers on the convention theme. The winner receives a cash prize (\$500) 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 with sufficient funding a portfolio imprinted with a sponsor's logo.

Exhibit Hall Coffee Breaks/Breakfast—Co-sponsorship \$500. To increase traffic in the exhibit area and to encourage vendors to return to the convention every year as we move from 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.