

THE KANNAPOLIS
AFRICAN-AMERICAN MUSEUM
AND CULTURAL CENTER

*6th Anniversary
Celebration Weekend*

*at
The Laureate Center*

OCTOBER 11-12, 2019



Sponsorship Proposal

SPONSORSHIP OPPORTUNITIES

Platinum: \$2,000	(8) Gala Hall of Fame Induction Ceremony tickets with reserved seating; name and/or logo recognition on inside/front cover of souvenir journal; recognition in event collateral, PR, social media, and marketing leading up to the event including pre/post press releases; opportunity to co-present the Hall of Fame Awards to recipients; and sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website.
Gold: \$1,000	(4) Gala Hall of Fame Induction Ceremony tickets; name or logo recognition on inside/back cover of souvenir journal; recognition in event collateral, PR, social media and marketing leading up to the event including pre/post press releases; opportunity to give remarks during the anniversary gala; and sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website.
Silver: \$500	(2) Gala Hall of Fame Induction Ceremony tickets; recognition in event collateral, PR, social media and marketing leading up to the event including pre/post press releases; sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website; and full page-color advertisement in souvenir journal.
Diamond: \$300	(2) Gala Hall of Fame Induction Ceremony tickets; sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website; and full page-black/white advertisement in souvenir journal.
Bronze: \$200	Honorable mention and acknowledgment at the anniversary gala; and half page-black/white advertisement in souvenir journal.

UNDERWRITING OPPORTUNITIES

Want to support the anniversary gala and take advantage of the unique promotional opportunities, but can't attend? Choose your giving level, and underwrite a portion of the costs for any of the following needs:

Venue - Design & Printing - Décor & Floral - Entertainment - Signage - Staging/Lighting - Video/Photography

Deep Roots Level: \$2,500	Recognition as an Underwriter for the 2019 KAA-MaCC Anniversary Celebration Weekend and Gala & Hall of Fame Induction Ceremony; recognition as an Underwriter in the A/V presentation during the event; name in event collateral; name recognition on KAA-MaCC's donor page with direct link to Underwriter's website; full page color advertisement in souvenir journal; and recognition on KAA-MaCC Donor Wall.
Growing Tree Level: \$1,500	Recognition as an Underwriter for the 2019 KAA-MaCC Anniversary Celebration Weekend and Gala & Hall of Fame Induction Ceremony; recognition as an Underwriter in the A/V presentation during the event; name in event collateral; and full page color advertisement in souvenir journal; and recognition on KAA-MaCC Donor Wall.
Blooming Buds Level: \$1,000	Recognition as an Underwriter for the 2019 KAA-MaCC Anniversary Celebration Weekend and Gala & Hall of Fame Induction Ceremony; recognition as an Underwriter in the A/V presentation during the event; name in event collateral; and half page color advertisement in souvenir journal; and recognition on KAA-MaCC Donor Wall.

Companies that provide in-kind goods and services in support of the gala at a value greater than or equal to \$2,500 will receive benefits at the equivalent sponsor level (listed above).

SOUVENIR JOURNAL ADVERTISEMENTS

*Advertisements represent a wonderful and low-cost opportunity to support the KAA-MaCC Anniversary Celebration Weekend. **A souvenir journal will be provided for half page advertisements of \$100 and above.** The journals will be distributed on the night of our celebration.*

The following categories are listed for camera-ready and non-camera ready submissions.

Full-Page Color:	\$175	Non-Camera Ready Fee: Content and/or 1-3 images:	\$10	Non-Camera Ready Fee: Content and/or 4+ images:	\$20
Full-Page B/W:	\$150	Non-Camera Ready Fee: Content and/or 1-3 images:	\$10	Non-Camera Ready Fee: Content and/or 4+ images:	\$20
Half-Page Color:	\$125	Non-Camera Ready Fee: Content and/or 1-3 images:	\$8	Non-Camera Ready Fee: Content and/or 4+ images:	\$12
Half-Page B/W:	\$100	Non-Camera Ready Fee: Content and/or 1-3 images:	\$8	Non-Camera Ready Fee: Content and/or 4+ images:	\$12
Quarter-Page Color:	\$75	Non-Camera Ready Fee: Content and/or 1-3 images:	\$5	Non-Camera Ready Fee: Content and/or 4+ images:	\$10
Quarter-Page B/W:	\$50	Non-Camera Ready Fee: Content and/or 1-3 images:	\$5	Non-Camera Ready Fee: Content and/or 4+ images:	\$10
Business Card:	\$30	Non-Camera Ready Fee: Content and/or 1-3 images:	\$5	Non-Camera Ready Fee: Content and/or 4+ images:	\$8
Patron:	\$25				

Advertisement Submission Requirements:

All advertisement submissions should be camera-ready(* see below). The following requirements should be adhered to for souvenir journal submissions.

1. Submissions must be in acceptable camera-ready or digital format without font restrictions.
2. Digital advertisement files must be submitted via an electronic file on a USB stick, CD/DVD and must include the name of the organization/individual, along with a contact name/email address in the event that additional information is needed.
3. To show a sample of the advertisement, a printed camera-ready advertisement is accepted. **Do not submit a folded copy for submission as it will be returned.**
4. Additional requirements include: **a)** PDFs must be saved with fonts embedded; **b)** PDFs should be saved at 300 dpi to ensure the highest quality, and **c)** it is recommended that all images be scanned at 300 dpi.
5. There is a fee for souvenir journal submissions that are **not** camera-ready as noted in the chart above.

Should any souvenir journal advertisement not conform accordingly, KAA-MaCC reserves the right to alter the advertiser or sponsors' advertisement to comply with specifications and to correct typographical and/or spelling errors as observed. KAA-MaCC reserves the right to refuse any advertisement.

**Note: The term, as used in the commercial printing industry, means that a document is, from a technical standpoint, ready to "go to press" or be printed.*

ONLINE CONTRIBUTIONS

You may show your support of the KAA-MaCC Sixth Anniversary Celebration Weekend by making a tax-deductible contribution of your choice by mail or on our website (www.kaa-macc.org). Inquiries for making an online contribution should be directed to Jacqueline Anthony by telephone (704.925.1314) or by email (presidentceo@kaa-macc.org).

KAA-MaCC Sixth Anniversary Sponsorship Commitment Form

NAME:		TITLE:	
BUSINESS NAME:			
BUSINESS ADDRESS:		MAILING ADDRESS:	
CITY:		STATE:	ZIP:
TELEPHONE:		MOBILE:	
EMAIL:		FAX:	
AMOUNT ENCLOSED: \$ _____ AD ENCLOSED: [] YES [] NO	[] CASH [] CHECK # _____ [] MONEY ORDER # _____ [] CAMERA-READY AD [] NON-CAMERA-READY AD [] USB OR CD/DVD	CREDIT CARD AUTHORIZATION: (PLEASE CHECK)	[] VISA [] DISCOVER [] MASTERCARD [] AMERICAN EXPRESS
[] YES, I/my firm would like to serve as a sponsor for the KAA-MaCC Sixth Anniversary Celebration Weekend. [] NO, I/my firm will not be able to serve as a sponsor for the KAA-MaCC Sixth Anniversary Celebration Weekend, but please accept my donation of \$ _____. Note: To take advantage of full promotional benefits, kindly provide your company logo (color and b/w; jpg, png, or eps file) and any applicable guidelines as soon as possible.		Name on Credit Card: _____ Credit Card Number: _____ Expiration Date: _____ Authorized Signature: _____	
*AUTHORIZED SIGNATURE:		DATE:	

**I authorize KAA-MaCC to publish our advertisement in the Sixth Anniversary Souvenir Journal.*

SPONSORSHIPS

♦ PLATINUM:	\$2,000	♦ DIAMOND:	\$300
♦ GOLD:	\$1,000	♦ BRONZE:	\$200
♦ SILVER:	\$500		

SOUVENIR JOURNAL ADVERTISEMENT

♦ FULL PAGE COLOR:	\$175	♦ FULL PAGE B/W:	\$150
♦ HALF PAGE COLOR:	\$125	♦ HALF PAGE B/W:	\$100
♦ QUARTER PAGE COLOR:	\$75	♦ QUARTER PAGE B/W:	\$50
♦ BUSINESS CARD:	\$30	♦ PATRON (*): <i>Patrons will be listed in a group.</i>	\$25

UNDERWRITING OPPORTUNITIES - I will be a Underwriter for the 2019 KAA-MaCC Sixth Anniversary.

Deep Roots Level @ \$2,500 ☐ Growing Tree Level @ \$1,500 ☐ Blooming Buds Level @ \$1,000 ☐

I would like my contribution to be allocated to one of the following:

☐ Décor/Floral
 ☐ Venue
 ☐ Design & Printing
 ☐ Audio/Visual
☐ Entertainment
 ☐ Signage
 ☐ Staging/Lighting
 ☐ Video/Photography
Total: _____

RETURN COMPLETED FORM BY: **FRIDAY, SEPTEMBER 20, 2019** VIA USPS
[POB 494, KANNAPOLIS, NC 28082-0494] / EMAIL [INFO@KAAMACC.ORG] /
OR FAX [704-925-1315]. FOR INQUIRIES, CALL: 704-925-1314

Checks Payable to: KAA-MaCC,
VISIT US AT: WWW.KAA-MACC.ORG