



15 August 2017

**KANNAPOLIS AFRICAN-AMERICAN MUSEUM AND CULTURAL CENTER, INC.
FOURTH ANNIVERSARY CELEBRATION**

On October 7, 2017, the Kannapolis African-American Museum and Cultural Center, Inc. (KAA-MaCC), will celebrate its Fourth Anniversary with a fundraising induction ceremony at the Kannapolis Laureate Center, located at the City Hall and Police Headquarters.

Under the visionary leadership of Ruby L. Anthony, M.D., founder and board chairman, KAA-MaCC became a reality to preserve the history and culture of the African American family in Kannapolis and its surrounding communities in Cabarrus and southern Rowan County. Although we have made some accomplishments, there is so much more we need to do, namely to achieve our mission to build a museum and cultural center to serve, engage, and enrich the community. The cultural center will provide after-school programs for youth and adult educational activities, visual and performing arts, and an events center.

We would like to extend an opportunity to you to become a sponsor (with levels ranging \$2,000 to \$100) and/or place an advertisement (from \$175 to \$25) in our souvenir journal. Placing an advertisement would represent a wonderful and low-cost advertising opportunity for you. Details of the sponsorships and advertisements are attached. Our souvenir journal will be distributed on the night of our celebration and viewed by attendees and event sponsors.

We ask that you select the sponsorship level and/or advertisement of your choice. Kindly return the Sponsorship Reply Form by the deadline, Saturday, September 30, 2017, to guarantee inclusion of your submission in the souvenir journal.

You may also show your support by making a tax deductible contribution of your choice by mail or on our website. For more information on making a contribution, please contact Jacqueline Anthony by telephone at our Administrative Office (704.925.1314) or by email (presidentceo@kaa-macc.org).

Thank you in advance for your support. We are looking forward to hearing from you and seeing you at our Fourth Anniversary Celebration!

Sincerely,

Ruby L. Anthony-White
Ruby L. Anthony-White, M.D.
Founder and Board Chairman

Jacqueline L. Anthony
Jacqueline L. Anthony
President & CEO



SPONSORSHIP AND SOUVENIR JOURNAL ADVERTISEMENTS

Sponsorships

Sponsorship opportunities are available for the 4th Anniversary Gala Celebration. Sponsorship categories follow:

Platinum Sponsor: \$2,000

Receives 16 VIP Reception tickets and (2) reserved tables (8 seats each) to the event. Receives an individual award. Company informational items displayed at the event and full-color advertisement on inside cover of souvenir journal. Marketing and recognition on all social media platforms leading up to the event to include pre/post press releases.

Gold Sponsor: \$1,500

Receives 8 VIP Reception tickets and (1) reserved table (8 seats) to the event. Receives an individual award. Company informational items displayed at the event and full-color advertisement on back cover of souvenir journal. Marketing and recognition on all social media platforms leading up to the event to include pre/post press releases.

Silver Sponsor: \$1,200

Receives 4 tickets to include the VIP reception and dinner/induction ceremony. Receives an individual award. Company informational items displayed at the event and full-color advertisement in souvenir journal. Marketing and recognition on all social media platforms leading up to the event to include pre/post press releases.

Bronze Sponsor: \$1,000

Receives 3 tickets to include the VIP reception and dinner/induction ceremony. Receives an individual award. Company informational items displayed at the event and full-color advertisement in souvenir journal. Marketing and recognition on all social media platforms leading up to the event to include pre/post press releases.

Diamond Sponsor: \$500

Receives 2 tickets to include the VIP reception and dinner/induction ceremony. Receives an individual award. Company informational items displayed at the event and half page-color advertisement in souvenir journal. Marketing and recognition on all social media platforms leading up to the event to include pre/post press releases.

Donation Sponsor: \$100

Honorable mention in the program, acknowledgment at the program, ability to donate a ticket to a charitable organization, attendee, business associate, colleague, and name printed in the souvenir journal.

Souvenir Journal Advertisements

Advertisements in the souvenir journal are available. A souvenir journal will be provided for half-page (\$100) advertisements and above. The following categories are listed for camera-ready and non-camera ready advertisement submissions.



SPONSORSHIP AND SOUVENIR JOURNAL ADVERTISEMENTS

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(*). The following requirements should be adhered to for souvenir journal submissions.

1. Submissions must be in acceptable camera-ready or digital format with out 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.*



SPONSORSHIP REPLY FORM



NAME:		TITLE:	
BUSINESS NAME:			
BUSINESS ADDRESS:		MAILING ADDRESS:	
CITY:		STATE:	ZIP:
TELEPHONE:		MOBILE:	
EMAIL:		FAX:	
AMOUNT ENCLOSED: \$ _____	<input type="checkbox"/> CASH <input type="checkbox"/> CHECK # _____ <input type="checkbox"/> MONEY ORDER # _____	CREDIT CARD AUTHORIZATION: (PLEASE CHECK)	<input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER <input type="checkbox"/> MASTERCARD
AD ENCLOSED: <input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> HARD COPY <input type="checkbox"/> USB, CD/DVD		<input type="checkbox"/> AMERICAN EXPRESS
<input type="checkbox"/> YES, I/my firm would like to serve as a sponsor for the KAA-MaCC Fourth Anniversary Celebration. <input type="checkbox"/> NO, I/my firm will not be able to serve as a sponsor for the KAA-MaCC Fourth Anniversary Celebration, but I/my organization would like to donate \$ _____. <input type="checkbox"/> NO, I/my firm will not be able to participate in any way.		Name on Credit Card: _____ Credit Card Number: _____ Expiration Date: _____ Authorized Signature: _____	
*AUTHORIZED SIGNATURE:		DATE:	

**I authorize KAA-MaCC to publish our advertisement in the 4th Anniversary Souvenir Journal.*

SPONSORSHIPS

♦ PLATINUM: _____	\$2,000	♦ BRONZE: _____	\$1,000
♦ GOLD: _____	\$1,500	♦ DIAMOND: _____	\$500
♦ SILVER: _____	\$1,200	♦ DONATION: _____	\$100

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: _____	\$25

**** NOTE: PATRONS WILL BE LISTED IN A GROUP.**

RETURN COMPLETED SPONSORSHIP REPLY FORM VIA:

- ♦ USPS [1579 KINGSTON DRIVE, KANNAPOLIS, NC 28083]
- ♦ EMAIL [PRESIDENTCEO@KAA-MACC.ORG] / OR FAX [704-925-1315]

SPONSORSHIP & SOUVENIR JOURNAL ADVERTISEMENT
DEADLINE: FRIDAY, SEPTEMBER 30, 2017

FOR INQUIRIES, CONTACT:

JACQUELINE ANTHONY
704-925-1314

Checks Payable to:
KAA-MaCC, Inc.

VISIT US AT: WWW.KAA-MACC.ORG

FOR OFFICE USE ONLY

Date Received: ____/____/____ * Paid \$ _____ * Balance Due (if any): \$ _____ * Proofed: ____/____/____