



October 6, 2018

*5th*  
*Anniversary Gala &*  
*Hall of Fame Induction Ceremony*

**SPONSORSHIP PROPOSAL**

**KANNAPOLIS AFRICAN-AMERICAN MUSEUM AND CULTURAL CENTER**



## Kannapolis African-American Museum and Cultural Center, Inc. Fifth Anniversary Gala and Hall of Fame Induction Ceremony

The Kannapolis African-American Museum and Cultural Center, Inc. (KAA-MaCC) will kick off its Fifth Anniversary with a celebratory black-tie gala on Saturday, October 6, 2018, in the gorgeous Kannapolis Laureate Center. This evening's theme continues to be for this year and all times "Continuing the Quest for History Untold." Luminaries areawide are expected to attend this very special event. KAA-MaCC will also honor and recognize individuals in its Hall of Fame Induction Ceremony.

This year's gala – our fifth anniversary – marks a special milestone for the museum and cultural center and honors the great work that has been done by individuals born and bred in Cabarrus and southern Rowan County, North Carolina. The fifth anniversary, symbolic of "trees," has long been the symbol of life and health. Our fifth anniversary shows that KAA-MaCC is growing together with deep roots. We are continuing the quest to dig deep to uncover history untold about African-Americans in this part of North Carolina.

As the saying goes, you only turn five once, so we have planned an event that takes inspiration from our core values of **excellence**, offering the highest quality guest experience; **learning**, developing our role as a center for life-long learning in our community; **diversity**, recognizing diversity of experiences to enhance positive goals and ideas; plus **collaboration and community**, committed to engage partnerships to exchange ideas and encourage involvement so that everyone's voice can be heard as we learn from each other. Our Fifth Anniversary will feature the Hall of Fame VIP Reception, a silent auction, a speaker, dinner, Hall of Fame Induction Ceremony, after-dinner dancing, and a few surprises!

As co-chairs of this year's event, we personally invite you to join us as a sponsor of the gala. Your corporate sponsorship of the Fifth Anniversary and Hall of Fame Induction Ceremony will support KAA-MaCC's new History Collection Program. Corporate benefits will be extended to our sponsors throughout the anniversary year.

Please find enclosed a list of the benefits associated with your sponsorship. We appreciate your support and look forward to working with you to customize your involvement and recognition. Be sure to mark your calendar for **Saturday, October 6, 2018 (4:00 p.m.)**, for the Hall of Fame VIP Reception.

We look forward to your positive response. Please complete the enclosed Sponsorship Commitment Form on/before **Monday, September 17, 2018** so that we can include your name on the event program and receive verbal recognition at the event.

Please contact Jacqueline Anthony, President & CEO, at [presidentceo@kaa-macc.org](mailto:presidentceo@kaa-macc.org); 704.925.1314, or 704.352.7248.

With our deep appreciation and warmest regards,

*Jacqueline L. Anthony*  
Jacqueline L. Anthony  
President & CEO

*James A. Gaither*  
James A. Gaither  
Board Member

*Larry B. Johnson*  
Dr. Larry B. Johnson  
Board Member

*Walter L. Richardson, Jr.*  
Walter L. Richardson, Jr.  
Treasurer



## Gala Chairs



*Jacqueline L. Anthony*

Jacqueline L. Anthony  
President & CEO



*James A. Gaither*

James A. Gaither  
Board Member



*Larry B. Johnson*

Dr. Larry B. Johnson  
Board Member



*Walter L. Richardson, Jr.*

Walter L. Richardson, Jr.  
Treasurer

## Event Program:

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Arriving at the gala, guests will have an opportunity to attend the Hall of Fame VIP Reception, and/or peruse our Silent Auction items while enjoying cocktails. Silent auction items will feature a highly curated selection of artwork by emerging contemporary artists as well as designer gifts and accessories. The Hall of Fame and Induction Ceremony and dancing will follow in the Laureate Center Ballroom III and include several Fifth Anniversary "surprises."

Proceeds for the gala – the Fifth Anniversary and Hall of Fame Induction Ceremony – support the fifth anniversary year, including the new History Collection initiative to promote local history collection for youth education. There are three components of this initiative: a Junior History Detectives Program, a Historical Banners Program, and a Black History Program Series.

### Sponsorship Levels:

Platinum - \$2,000  
Gold - \$1,500  
Silver - \$1,200  
Diamond - \$1,000  
Bronze - \$500  
Donation - \$100

### Underwriting Opportunities:

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

### Souvenir Journal Advertisements:

Full-Color: \$175	Full-B/W: \$150
Half-Color: \$125	Half-B/W: \$100
Quarter-Color: \$75	Quarter-B/W: \$50
Business Card: \$30	Patron: \$25



## Sponsorship Opportunities

<b>Platinum:</b> <b>\$2,000</b>	(4) VIP Reception tickets and (1) reserved table of 8; 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; sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website.
<b>Gold:</b> <b>\$1,500</b>	(3) VIP Reception 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; sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website.
<b>Silver:</b> <b>\$1,200</b>	(2) VIP Reception 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.
<b>Diamond:</b> <b>\$1,000</b>	(2) VIP Reception 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.
<b>Bronze:</b> <b>\$500</b>	(1) VIP Reception ticket; sponsor acknowledgment on KAA-MaCC website donor page with direct link to sponsor website; and half page-color advertisement in souvenir journal.
<b>Donation:</b> <b>\$100</b>	Honorable mention and acknowledgment at the anniversary gala. Donation sponsor donates a ticket to a charitable organization, guest, business associate, colleague. Sponsor name printed with Patrons in the souvenir journal.

## Underwriting Opportunities:

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

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

<b>Deep Roots Level:</b> <b>\$2,500</b>	Recognition as an Underwriter for the 2018 KAA-MaCC Anniversary 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.
<b>Growing Tree Level:</b> <b>\$1,500</b>	Recognition as an Underwriter for the 2018 KAA-MaCC Anniversary 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.
<b>Blooming Buds Level:</b> <b>\$1,000</b>	Recognition as an Underwriter for the 2018 KAA-MaCC Anniversary 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 Gala. 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 and viewed by guests and event sponsors.*

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

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

### 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 also show your support of the KAA-MaCC anniversary gala by making a tax-deductible contribution of your choice by mail or on our website ([www.kaa-macc.org](http://www.kaa-macc.org)). For more information on making an online contribution, please contact Jacqueline Anthony by telephone at our Administrative Office (704.925.1314) or by email ([presidentceo@kaa-macc.org](mailto:presidentceo@kaa-macc.org)).

## KAA-MaCC Fifth Anniversary Sponsorship Commitment Form

NAME:		TITLE:	
BUSINESS NAME:			
BUSINESS ADDRESS:		MAILING ADDRESS:	
CITY:	STATE:	ZIP:	
TELEPHONE:		MOBILE:	
EMAIL:		FAX:	
AMOUNT	[ ] CASH	CREDIT CARD AUTHORIZATION: (PLEASE CHECK)	[ ] VISA [ ] DISCOVER
ENCLOSED:	[ ] CHECK # _____		[ ] MASTERCARD
\$ _____	[ ] MONEY ORDER # _____		[ ] AMERICAN EXPRESS
AD ENCLOSED:	[ ] YES [ ] NO	[ ] HARD COPY	[ ] USB, CD/DVD
<input type="checkbox"/> YES, I/my firm would like to serve as a sponsor for the KAA-MaCC Fifth Anniversary Gala. <input type="checkbox"/> NO, I/my firm will not be able to serve as a sponsor for the KAA-MaCC Fifth Anniversary Gala, but please accept my donation of \$ _____. <b>Note:</b> To take advantage of full promotional benefits, kindly provide your company logo (color and b/w; jpg, png, or eps) 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 5th Anniversary Souvenir Journal.*

### SPONSORSHIPS

♦ PLATINUM: _____	\$2,000	♦ DIAMOND: _____	\$1,000
♦ GOLD: _____	\$1,500	♦ BRONZE: _____	\$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.

### Underwriting Opportunities - I will be a Underwriter for the 2018 KAA-MaCC Gala.

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:**

- |  |                                  |  |  |                                       |
|--|----------------------------------|--|--|---------------------------------------|
| <input type="checkbox"/> Dinner        | <input type="checkbox"/> Venue   | <input type="checkbox"/> Design & Printing | <input type="checkbox"/> Audio/Visual      | <input type="checkbox"/> Décor/Floral |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Signage | <input type="checkbox"/> Staging/Lighting  | <input type="checkbox"/> Video/Photography | <b>Total:</b> _____                   |

RETURN COMPLETED FORM BY MONDAY, SEPTEMBER 17, 2018 VIA: USPS  
 [POB 494, KANNAPOLIS, NC 28082-0494] / EMAIL [PRESIDENTCEO@KAA-MACC.ORG] / OR FAX [704-925-1315]. Call 704-925-1314 for inquiries.

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