



**UNLOCKING AFRICA'S
GREATEST ASSET
FOR SIXTY YEARS**
THE AFRICA-AMERICA INSTITUTE

Media Sponsorship and Partners Package

[The Africa-America Institute \(AAI\)](#) invites your media outlet to become a Media Sponsor or Partner for our spectacular 60th Anniversary Awards Gala on Wednesday, September 25, at the Hilton New York in New York City. The Awards Gala will honor the **African Union, Tony Elumelu**, Nigerian financier and philanthropist, **Dr. Kandeh K. Yumkella**, CEO of UN Sustainable Energy for All Initiative and **Chevron**.

AAI's Annual Awards Gala is the most high profile Africa-focused event in New York City. Held annually during the opening week of the U.N. General Assembly, the AAI Awards Gala continues to be one of the largest and most anticipated annual events celebrating African achievement in New York City. Nearly 500 distinguished U.S. and African business, philanthropic, academic, political and diplomatic leaders are expected to attend the gala, under the theme "**Unlocking Africa's Greatest Asset for 60 Years**".

Promotional Benefits of a Media Sponsor - \$2,500 (Customized barter packages will be considered. For additional sponsorship opportunities, please click [here](#).)

- Opportunity to expose your media organization to an influential Africa-focused audience.
- Listing as Media Sponsor on marketing collaterals related to AAI
- Featured in Gala print materials (program)
- Logo featured on website with dedicated link to your media outlet's website
- Signage at the venue
- One VIP Reception Ticket and Two (2) Gala tickets in a Preferred Location.
- Complimentary insertion in all gift bags

Role of the Media Sponsor

- Promote AAI 2013 Gala extensively in the related digital media outlets and in print, if print publication.
- Commitment of media coverage of AAI 2013 Gala before, during and after the event
- Listing of our AAI 2013 Gala pre- and post-event on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the AAI Gala e-banner on the company website and other related websites
- Increasing the media exposure of AAI in all media channels and outlets associated with your organization to promote decision makers' attendance
- Interview event organizers and various honorees

Promotional Benefits of a Media Partner

- Opportunity to expose your media organization to an influential Africa-focused audience.
- Listing as Media Partner on marketing collaterals related to AAI

- Featured on website with dedicated link to your media outlet's website
- Invitation to attend the AAI Gala Dinner for 1 seated dinner guest
- Complimentary insertion in gifts bags

Role of the Media Partner

- Promote AAI 2013 Gala extensively in the related digital media outlets
- Commitment of media coverage of AAI 2013 Gala before, during and after the event
- Listing of our AAI 2013 Gala pre- and post-event on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the AAI Gala e-banner on the company website and other related websites
- Increasing the media exposure of AAI in all media channels and outlets associated with your organization to promote decision makers' attendance
- Interview event organizers and various honorees (interview selection is at media partner's discretion; interviews may be subject to approval by honoree's PR team.)

Social Media Roles for the Media Sponsor/Partner

- Follow AAI on Twitter [@aaiafrica](https://twitter.com/aaiafrica) and like AAI on Facebook www.facebook.com/AAIAfrica
- Use the hashtag for the AAI 2013 Gala: #AAI60
- Share information about the AAI 2013 Gala on Facebook, Twitter, and other social media platforms as applicable. As a Media Sponsor/Partner, for your convenience, we have prepared a schedule of sample tweets and Facebook posts.

Thank you for your consideration. Customized media sponsorships are also available. For more information, please visit www.aaionline.org. If your media outlet is interested in becoming a Media Sponsor or Partner or has questions, please contact Shanta Bryant Gyan at shanta@sbgcommunications.com or call (646) 290-8211.