



# AAI'S 37<sup>TH</sup> ANNUAL AWARDS GALA

## AAI'S 37TH ANNUAL AWARDS GALA

TUESDAY, SEPTEMBER 21, 2021

SPONSORSHIP MENU

### LEADERSHIP SPONSOR: \$75,000

- Featured Full length advertisement/CSR/brand video (not to exceed 2 minutes)
- Honoree Introduction of choice
- Prominent Logo placement for Host/Emcee backdrop
- Prominent Listing in the Digital Gala Program
- Full Page Ad in the Digital Program - Inside Front Cover or Opposite Page
- Prominent placement on the AAI website and across digital media
- Logo rotation during, pre, and post gala screening
- Recognition in the evenings remarks by the Emcee/host
- Prominent Logo placement on the streaming website
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- AAI gift listed in AAI's Annual Report
- Press release associated with the gift
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section

## HIGHER EDUCATION SPONSOR: \$50,000

- Brand Video/Advertisement to be played during the program (not to exceed 1minute)
- Honoree Introduction
- Prominent Listing in the Digital Gala Program
- Full Page Ad in the Digital program - Inside back cover
- Logo placement for Host/Emcee backdrop.
- Prominent Logo placement on the AAI website and across digital media
- Logo rotation during, pre, and post Gala screening
- Prominent Logo placement on the streaming website
- Recognition during evenings remarks by Emcee/host
- Gift listed in AAI's annual report.
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section

## CATALYST SPONSOR: \$25,000

- Brand video/advertisement to be played during the program (not to exceed 30 seconds)
- Prominent Listing in the Gala Program
- Prominent Full Page Ad in the Digital Program
- Logo placement for Host/Emcee backdrop
- Logo placement on AAI website and across digital media
- Logo rotation during Gala screening
- Logo on streaming website
- Recognition during evenings remarks by Emcee/host
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section

## INNOVATION SPONSOR: \$15,000

- 15 second advertisement/brand video
- Half Page Ad in the Gala Program
- Logo on AAI website and across digital media
- Logo rotation during, pre, and post Gala screening
- Prominent Logo placement on the streaming website
- Recognition during evenings remarks by Emcee/host
- Gift list in AAI's Annual Report
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section

## **CHAMPION SPONSOR: \$10,000**

- Half page advertisement in the Gala program
- Logo on AAI website and across digital media
- Logo rotation during, pre, and post Gala screening
- Prominent Logo placement on the streaming website
- Donor or company name posted on AAI's website
- Gift listed in AAI's annual Report.

## **SCHOLARS SPONSOR: \$5,000**

- Quarter page advertisement in the Gala program
- Logo on AAI website and across digital media
- Logo rotation during, pre, and post Gala screening
- Logo placement on the streaming website
- Company/personal name on streaming website
- Gift listed in AAI's Annual Report

## **DONATION/CUSTOM SPONSORSHIP**

- Personal/Company name on the streaming site

## **DIGITAL PROGRAM ADVERTISEMENT**

- Full Page - \$1,000
- Half Page - \$500

## **DIGITAL ADVERTISEMENT/LOGO ROTATION**

- Full Screen - \$1,000
- Logo in Rotation - \$500

## MAKING A GIFT

- Please make checks, corporate matches or other gifts payable to:  
**The Africa-America Institute | 60 East 42nd Street, Suite 1700 New York, NY 10165-6222**
- For international gifts, please contact Jourden Warren to receive wiring instructions at:  
**Tel: 1 (212) 949-5666**
- All gifts are fully tax deductible to the extent allowed by U.S. law

### CONTACT

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