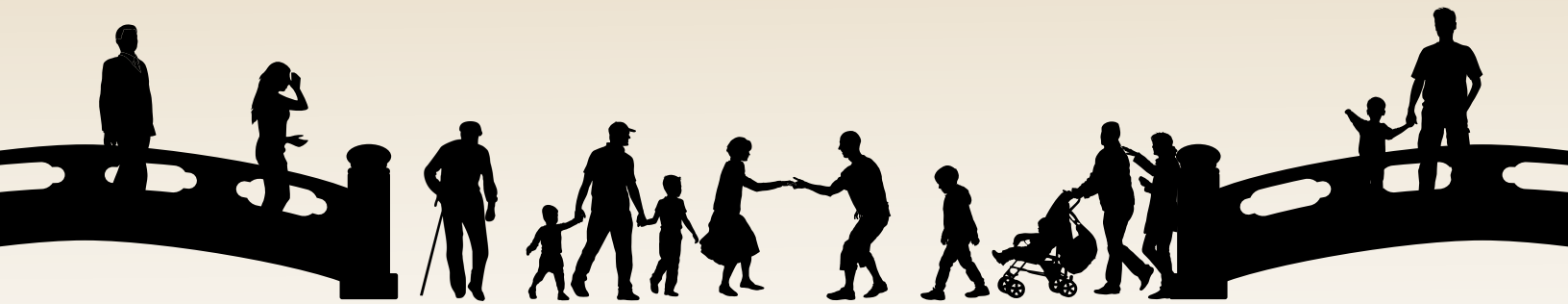


Bridging the Generations

INTERNATIONAL CIVIL RIGHTS
CENTER & MUSEUM

Gala 2022



KOURY CONVENTION CENTER



NEW DATE

JULY 25, 2022

6 P.M. TO 8 P.M.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
2022 ALSTON-JONES
INTERNATIONAL CIVIL & HUMAN RIGHTS AWARD



Rev. James M. Lawson is a world renowned Preacher, Educator, and Activist. At the peak of the Jim Crow Era South, Reverend Lawson trained tens of thousands of non-violent activists - a whole new generation of protestors. His extensive knowledge of the non-violent protesting strategies in India, where he was teaching, helped him spearhead a national sit-in movement; which started in Greensboro, NC by the A&T Four. Thank you Reverend Lawson.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
2022 TRAILBLAZER AWARD



The Honorable Kamala D. Harris is the Vice President of the United States of America. She was elected Vice President after a lifetime of public service, having been elected District Attorney of San Francisco, California Attorney General, and United States Senator.

Vice President Harris was born in Oakland, California to parents who emigrated from India and Jamaica. She graduated from Howard University and the University of California, Hastings College of Law.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
2022 UNSUNG HERO AWARD



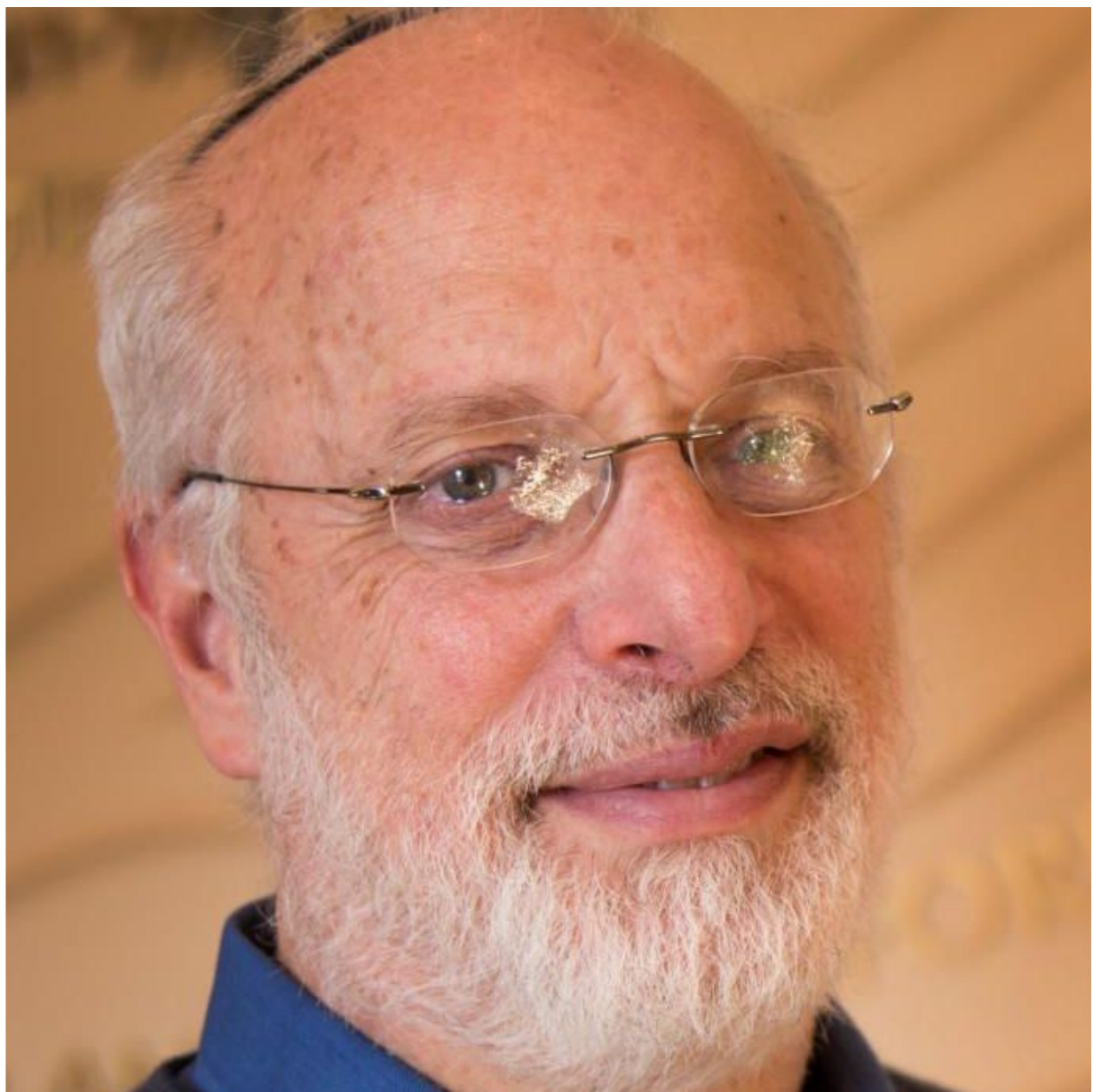
Ben Crump has received nationwide recognition for his service in pursuit of civil rights and justice for minorities. He has been included on prestigious lists like The National Trial Lawyers' Top 100 Lawyers and Ebony Magazine's Power 100 Most Influential African Americans. Mr. Crump has also received the National Urban League's Whitney Young Award, the NAACP Thurgood Marshall Award, and the SCLC's Martin Luther King Servant Leader Award.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
2022 KEEPER OF THE FLAME
AWARD



Bakari Sellers made history by defeating a 26-year incumbent State Representative, becoming the youngest member of the SC State Legislature, at only 22 years old, and the youngest African-American elected official in the country. Considered a rising star in the Democratic Party, as a regular CNN contributor, Mr. Sellers has become a leading voice for his generation.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
**2022 LIFETIME COMMUNITY
SERVICE AWARD**



Rabbi Fred Guttman has received numerous awards and honors in the fields of social justice and rabbinical leadership. In 2015, he organized the National Jewish commemoration of the Bloody Sunday March in Selma, Alabama. Rabbi Guttman was the first and only rabbi ever to have been the keynote Speaker at the Religious Emphasis Day Luncheon at the 70th North Carolina NAACP Convention. During the Covid Pandemic, Rabbi Guttman spearheaded different programs on Zoom which brought together the North Carolina Reform Jewish community.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM
PROUDLY ANNOUNCES THE RECIPIENT OF THE
**2022 SIT-IN PARTICIPANT
AWARD**



The Honorable Marilyn Mackel has been recognized nationally for her work in social justice and human equality. A graduate of Bennett College in Greensboro, NC, Mackel would earn her law degree from Georgetown University in 1976 and serve as a commissioner of the Juvenile Court of Los Angeles County. Mackel's work has been published in the Black Law Journal, the African American Almanac, and the University of West Los Angeles Law Review.



2022 Gala Sponsorship Opportunities & Benefits

NEW DATE - MONDAY, JULY 25, 2022 | 6 P.M. - 8 P.M.

Title Sponsor (\$100,000)

- Deliver Opening Greetings at the Dinner
- Present Trailblazer Award (Vice President Kamala Harris)
- Three VIP-level reserved tables at Gala (30 seats)
- Ad placement on center spread and back cover of Gala souvenir book
- Media Exposure: acknowledgment as Title Sponsor on all press releases, advertisements and media interviews
- Two 60-second video ads aired during event
- 12 VIP Reception Tickets
- Placement of corporate marketing materials OR acknowledgement with Company name/logo as Title Sponsor on all tables
- Company name/logo on video scroll during the event, pop-up Banner (provided by sponsor) at both the Reception and the Dinner
- Naming rights to new Honoree Exhibit (Opening February 2022)
- Delivers welcome at unveiling of Honoree Exhibit
- Title Underwriter for all ICRCM 2022 programming and events
- Name included on all promotional materials during the year
- Name and Logo with live hyperlink to company website placement on ICRCM's website for one year (2022)
- Name and Logo with live hyperlink to company website placement featured on Constant Contact E-blast for one year
- Sponsorship of 800 Student Admissions for the "Build America Better" tours.
- Five VIP Private Tour Passes, each of which admits 25 guests per *tour during 2022

**Sponsorship benefits will begin
on February 5, 2022.**

The Changed World (\$50,000)

- Host Private Reception for Honorees
- Opportunity to present award to one of the top honorees
- Two Premier Level Tables (20 seats)
- Ten VIP Reception Tickets
- Prominent full page ad on inside front cover of Gala Souvenir Booklet
- Name included on all promotional materials during the year
- Name and Logo with live hyperlink to company website placement on ICRCM's website for one year (2022)
- Company name on video scroll during the event, pop-up banner (provided by the sponsor) at both the Reception and the Dinner
- Sponsorship of 500 Student Admissions for the "Build America Better" tours.
- Four VIP Private Tour Passes which admits 25 guests per *tour during 2022
- 2022 Museum monthly programming underwriting

The Quest for Justice (\$25,000)

- After Party Sponsor
- Invitation to Private Reception with Honorees
- Opportunity to present award to one of the top honorees
- Two Premier Tables (20 seats)
- Six VIP Reception Tickets
- Prominent full page ad in the Event Program booklet (inside back cover)
- Name and Logo with live hyperlink to company website placement on ICRCM's website for one year (2022)
- Company name and Logo on table(s) and Video Scroll
- Sponsorship of 250 Student Admissions for "Build America Better"
- Two VIP Private Tour Passes which admits 25 guests per *tour during 2022
- 2022 Museum monthly programming underwriting

The Lunch Counter (\$10,000)

- One Premier Table (10 seats)
- Four Gala VIP Reception Tickets
- Full page Ad in the Gala souvenir book
- Sponsor content of Honoree's Gift Bags
- Logo placement on ICRCM's website for one year (2022)
- Company name on table(s) and Logo on video scroll, during the event
- Two VIP Private Group Passes which admits up to 25 guests per *tour during 2022
- Sponsorship of 125 Student Admissions for a "Build America Better" tour.

The Build America Better (\$5,000)

- One Reserved Table (10 seats)
- Two Gala VIP Reception Tickets
- Full page Ad placed in Gala souvenir book
- Name and Logo placement on ICRCM's website for one year (2022)
- Company name on table and Video Scroll, during the event
- One VIP Private Group Passes which admits up to 25 guests per *tour group during 2022
- Sponsorship of 50 Student Admissions passes for a "Build America Better" tour

The Freedom Supporter (\$2,500)

- One Reserved Table (10 seats)
- One-half-page Ad placed in Gala souvenir book
- Company name placed on ICRCM's website for one year (2022)
- Company name on table and video scroll, during the event
- One VIP Private Group Pass which admits up to 25 guests for a *tour during 2022

The Walk of Courage (\$1,500)

- One Reserved Table (10 seats)
- Company name on table and video scroll, during the event
- One VIP Private Group Pass which admits up to 25 guests for a *tour during 2022

INDIVIDUAL TICKET (\$150)

INDIVIDUAL VIRTUAL TICKETS (\$50)

**Tour descriptions*

LEGACY TOUR

Our premium tour allows visitors to visit this historic site in-person. Guests will journey through the entire permanent gallery collections guided by a Museum interpreter. Group scheduling is available.

BUILD AMERICA BETTER TOUR

A modified version of our standard guided tour. Seated in the comfort of our state-of-the-art auditorium, guests will experience a full tour with a live guide presenting from the stage with images of all exhibits projected. Also included, an optional post-tour individual "walk-through" of the Galleries.

COMPLEX TAPESTRY TOUR

This version of the Museum experience provides guests all the benefits of a guided tour without the travel. Guests will participate in an interactive Zoom call that features filmed footage of our exhibit guided by a Museum interpreter, with a built-in Q&A post-tour discussion. A Virtual Companion Guide will also be provided.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

2022 Annual Fundraising Gala Sponsorship Order Form

(Deadline for sponsorship form submission: **July 5, 2022**)

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser that provides the necessary financial support to achieve our ultimate goal of education to build a stronger future. Your generous support will help us in our ongoing quest to fulfill this goal. **Sponsors may also complete their order form and submit payment online at www.sitinmovement.org/2022-gala-sponsorships.**

Organization Name: _____

Business Category: _____

Contact Person Name: _____ Title: _____

Mailing Street Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Please indicate selection with a check mark ():

() The "Title" Sponsor.....	\$100,000
() The "Changed World Sponsor.....	\$50,000
() The "Quest for Justice" Sponsor.....	\$25,000
() The "Lunch Counter" Sponsor.....	\$10,000
() The "Build America Better" Sponsor.....	\$5,000
() The "Freedom Supporter" Sponsor.....	\$2,500
() The "Walk of Courage" Sponsor.....	\$1,500

Please refer all Gala orders and inquires to dtyler@sitinmovement.org

Name: _____

Email Address: _____

Phone: _____



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

2022 GALA SPONSORSHIP ADVERTISEMENT

☐ Full Page Ad - \$400

☐ Half Page Ad - \$250

*Measurements based on standard paper-size measurement (8.5 x 11.0 inches; 300 DPI and 72 DPI respectively; 2480 pixels x 3508 pixels; please allow .125 bleed on all sides).

FIRM DEADLINE FOR AD ARTWORK SUBMISSION: JULY 1, 2022

**PLEASE SUBMIT YOUR HIGH RESOLUTION, CAMERA-READY ART/VIDEO FOOTAGE TO:
DTYLER@SITINMOVEMENT.ORG**

Payment Options: (Please fax this completed form to 336-274-6244 or scan to dtyler@sitinmovement.org)

() Invoice Me () Check Payable to: **International Civil Rights Center & Museum**
134 South Elm Street, Greensboro, NC 27401

() Credit Card: _____ Visa _____ MasterCard _____ Discover _____ American Express

Card # _____ Exp. Date _____ CV Code _____

Signature _____ Date _____

Name as it appears on Card _____

Billing Address, if different from Mailing Address

You may choose to mail your payment to: International Civil Rights Center & Museum
134 South Elm Street
Greensboro, North Carolina, 27401
ATTN: GALA