

# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

“THE ROAD TO EQUALITY”

*2024 Gala*



KOURY CONVENTION CENTER

JULY 20 | 6:00P.M.

3121 w. Gate City Blvd

Black Tie Optional | RSVP BY JULY 1, 2024



# INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

March 28, 2024

Dear Supporters and Special Guests,

The International Civil Rights Center & Museum will mark the 64th Anniversary of the successful conclusion of the Greensboro civil rights sit-ins on July 20, 2024, at its annual fundraising Gala at the Koury Convention Center.

This year will also marks the 70th Anniversary of the landmark civil rights case *Brown v. Board of Education of Topeka, Kansas*, when American civil rights lawyer, Thurgood Marshall successfully argued that state-sanctioned segregation of public school was a direct violation of the 14th Amendment and therefore unconstitutional. Racial segregation in public schools was ruled inherently unequal no matter what might have been the conditions of the schools or quality of the programs. In recognition of this earth-shaking decision, the ICRCM has named the theme of the upcoming Gala, “The Road to Equality.”

Six significant contributors to civil and human rights will be honored during the Civil Rights Museum’s most important annual commemorative event. Prior to the 6:00 p.m. awards program and banquet, media representatives are invited to take part in a 2 p.m. press conference on Sat. July 20 at the Museum, located at 134 South Elm Street, to obtain additional information, interviews, and photos of award recipients and Museum officials. **Reserve your seats today!**

Media credentials for the Gala are required and must be requested in advance. Email requests, including name, news outlet, and contact number to [Gala@sitinmovement.org](mailto:Gala@sitinmovement.org). For more information, visit our website at: [www.sitinmovement.org](http://www.sitinmovement.org).

Sincerely,



John L. Swaine, CEO

# U.S. REPRESENTATIVE KWEISE MFUME



## 2024 ALSTON/JONES INTERNATIONAL CIVIL & HUMAN RIGHTS AWARD

.Kweisi Mfume currently serves as the U.S. Representative for Maryland's 7th Congressional District, a position he first held from 1987 to 1996. He was elected to Congress again in 2020. Between these periods in national office, he served as president and CEO of the National Association for the Advancement of Colored People from 1996 to 2004, where he worked to improve the organization's finances, along with advancing civil rights for African Americans.

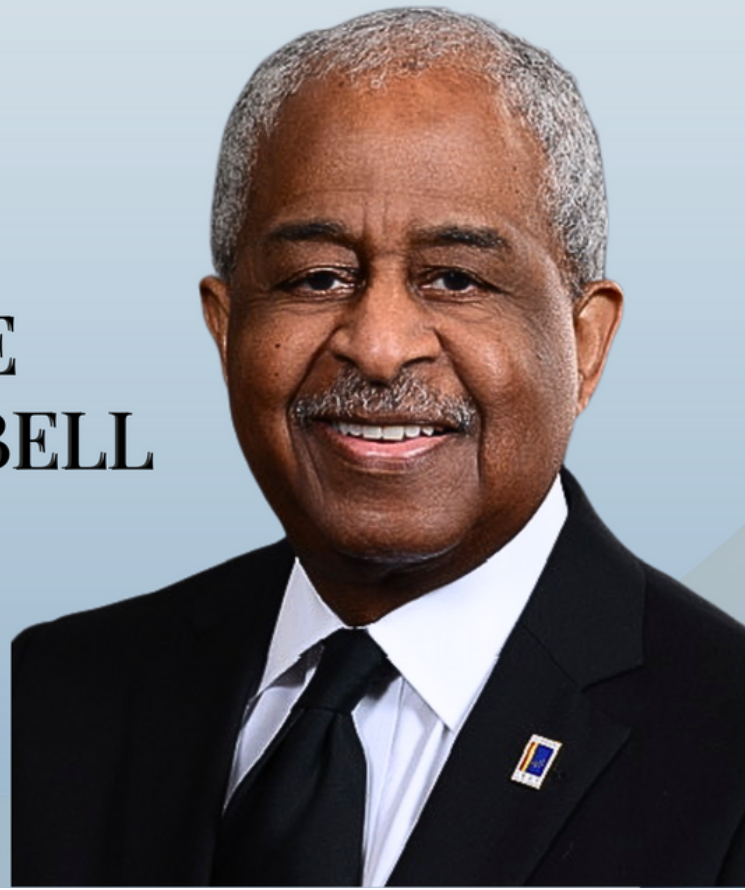
His political career began when he was elected to the Baltimore City Council in 1978, where he advocated for the City's neglected neighborhoods. During his time in Congress, Mfume focused on increasing federal aid to American inner cities and served as chair of the Congressional Black Caucus from 1993 to 1995.

Born as Frizzell Gerard Tate on Oct. 24, 1948, in Baltimore, he faced challenges in his youth, dropping out of high school at 16 to support his family. He changed his name to Kweisi Mfume in the early 1970s.

After unsuccessfully seeking the nomination for the U.S. Senate in 2006, he returned to private life, holding various positions, including CEO of the National Medical Association and chair of the Board of Regents of Morgan State University.

In 2020, Mfume won a special election to fill the congressional seat left vacant by the death of Elijah Cummings. He was re-elected to a full term later that year. Mfume is known for his progressive ideologies and practical compromise, representing both urban and suburban communities in his district.

# THE HONORABLE WILLIAM “BILL” V. BELL



## 2024 TRAILBLAZER AWARD

For more than five decades, William V. (Bill) Bell has been a dedicated public servant in Durham, N.C. In 1972 he was elected to the Durham County Board of Commissioners, where he served for 26 years, including 12 years as the Board's chair. Afterward in 2001, he was elected as the Mayor of Durham, serving for eight terms, until 2017.

Before his political career, Bell served in the United States Army Signal Corps, from 1961 to 1963, reaching the rank of first lieutenant. With a strong background in electrical engineering, he has worked for several large corporations, including the Martin-Marietta Corporation, the US Army Research and Development Lab, and the IBM Corporation in 1996. Currently, he serves as the President/CEO of the UDI Community Development Corporation in Durham.

Bell's commitment to education is evident through his service on the North Carolina Central University Board of Trustees and the North Carolina School of Science and Mathematics Board of Trustees. He has been recognized with numerous awards, including the North Carolina Leadership Award and the state's highest public honor, the Order of the Long Leaf Pine.

Bell is a graduate of Howard University, with a B.S. in Electrical Engineering, and he earned an M.S. in Electrical Engineering from New York University. He has also received several honorary degrees, including an Honorary Doctor of Laws from Duke University in 2018.



# HEATHER BOOTH

## 2024 UNSUNG HERO AWARD

Heather Booth is honored for her engagement with progressive causes as an American civil rights activist, feminist, and political strategist. Her involvement as an advocate of civil rights began in her elementary school years when she defended a Black student falsely accused of theft. In high school on Long Island, she joined the Congress of Racial Equality (CORE) to protest segregationist policies in the F.W. Woolworth's chain. Her activism continued as a college student at the University of Chicago, where she became a leader in support of the Student Nonviolent Coordinating Committee (SNCC) and in organizing Freedom Schools in Chicago's South Side. In those years, she also participated in the Freedom Summer project to register African American voters in Mississippi.

Booth has also been a pioneering figure in the feminist movement, beginning with the establishment of consciousness-raising groups on her college campus, addressing issues of gender bias and inequality. She played a crucial role in the formation of the Chicago Women's Liberation Union (CWLU) and founded the group JANE, and underground abortion service told in the Emmy Award-winning documentary, "The Janes."

A commitment to community organizing led her to founding the Midwest Academy in 1973, a training organization that teaches grassroots organizing methods. Through the academy, she developed the "Midwest Academy Strategy Chart," a tool that guides community organizers in setting goals and implementing campaigns effectively.

Born on December 15, 1945, in Brookhaven, Mississippi, Booth's activism was influenced by a family devoted to social justice. This led ever expansively to her involvement in a wide variety of progressive causes beyond campaigns for racial justice and women's rights, including healthcare reform and financial regulation for consumer protection.

She has received numerous awards and honors for her work, including the Thomas-Debs Award from the Democratic Socialists of America and the Raphael Lemkin Human Rights Award from T'ruah, the Rabbinic Call for Human Rights. Her story is chronicled in the documentary "Heather Booth: Changing the World."

# THE HONORABLE DOROTHY KENDALL “DOT” KEARNS



## 2024 LIFETIME COMMUNITY SERVICE AWARD

Dorothy Kendall (Dot) Kearns was the first woman to serve on the Guilford County Board of Commissioners and the first woman to serve as chair, a position she held from 1985 to 1988. She promoted the merger of the three school systems in Guilford County and worked to ensure safe drinking water supply to all citizens.

Kearns served on the Boards of Education for both High Point City Schools and Guilford County Schools, advocating for the Smart Start Partnership program for young children. She has been involved in various community service positions and received several awards, including the Outstanding Service Award from the North Carolina League of Women Voters and the Governor’s Order of the Long Leaf Pine.

Kearns graduated from the University of North Carolina at Greensboro, when it was the Woman’s College, and later received a master’s degree from UNCG. She has served as a member of the university’s Board of Visitors and on its Foundation Board.

For more than 25 years, Kearns served on the foundation to establish and support the Penn-Griffin (middle and high) School for the Arts in High Point. Another magnet school in High Point, the Kearns Academy, concentrating in computer science and information technology, is named for her. She is currently vice-chair of Public Schools First North Carolina, as part of her commitment to equal educational opportunities for all children in the state. She is also involved in the Guilford County Roundtable for the state’s League of Women Voters.



# COUNTY COMMISSIONER FRANKIE T. JONES, JR.

## 2024 KEEPER OF THE FLAME AWARD

Guilford County Commissioner Frankie T. Jones, Jr. has served as the former chairman of the Guilford County Planning Board beginning 2017 and a former member of the Greensboro Planning and Zoning Commission. He has also been actively involved in various organizations, including membership in the Piedmont Triad Regional Water Authority Board and the Greensboro ABC Board.

Jones has a strong background in law and real estate, having served as the former Chairman of the Greensboro Board of Adjustment and as former chair of the Real Property Section of the North Carolina Bar Association. A Silver Life Member of the NAACP, he was previously a member of the Executive Committee of the Greensboro Branch.

In addition to his legal career, Jones is a vice president and managing director in the Investments Department at Lincoln Financial. He has been recognized for his contributions to the community and his professional achievements, including being listed in Business North Carolina's "Legal Elite," North Carolina Super Lawyers magazine, The Best Lawyers in America, Triad Business Journal's "40 Under 40," the Greensboro News & Record's "Top 20 People of Influence in Greensboro" (ranked No. 4), and Black Business Ink's "40 Under 40 Most Influential African-Americans in the Triad."

As a James B. Duke scholar and starter on the football team, Jones earned his B.A. in History (Minor in Economics) at Davidson College. He later earned his J.D. from the University of Virginia School of Law.

# YVONNE LYONS COOPER-REVELL



## 2024 SIT-IN PARTICIPANT'S AWARD

Yvonne Lyons Cooper-Revell is a dedicated advocate for the African American population and for the advancement of Black causes in Greensboro. She graduated from Dudley High School in 1956 and went on to earn her bachelor's degree from Bennett College in 1960. She pursued a Master's degree at North Carolina Agricultural and Technical State University. Her effective commitment to education and community service has made her a respected figure in Greensboro, and her contributions to the advancement of Black causes have had a lasting impact.

Cooper-Revell's 37-year tenure as an educator, coupled with being honored twice as Teacher of the Year, highlights her dedication to shaping young minds and fostering educational excellence. Her impact extends beyond the classroom, as evidenced by her leadership roles in various community organizations. She has also been involved in community leadership, serving as president of the Dudley High School National Alumni Association for four years and as the first Black leader of the Greensboro Leadership Committee in 2001.

Her longstanding memberships in esteemed organizations like the NAACP, Delta Sigma Theta Sorority, Inc., the National Council of Negro Women (NCNW), and the National Association of Retired Federal Employees (NARFE), where she was the first Black Secretary, reflect her deep-rooted commitment to advocacy and service. She has been a member of the Bennett College National Alumni Association since 1960.

Through her unwavering commitment to education, community service, and advocacy, Yvonne Lyons Cooper-Revell has left an indelible mark on Greensboro, embodying the spirit of leadership and activism within the African American community. Her contributions have undoubtedly had a lasting and meaningful impact on the lives of many, shaping a legacy of empowerment and social change.





# 2024 GALA SPONSORSHIP OPPORTUNITIES

**SATURDAY, JULY 20, 2024 6:00- 8:30 P.M.**

## **Title Sponsor (\$100,000)**

- Deliver Opening Greetings at the Dinner
- Three VIP-level reserved tables at Gala (30 seats)
- Ad placement on inside back cover of Gala booklet
- 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 Dinner
- Naming rights to new Honoree Exhibit
- Delivers welcome at unveiling of Honoree Exhibit
- Title Underwriter for all ICRCM 2024 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 (2024)
- Name and Logo with live hyperlink to company website placement featured on Constant Contact E-blast for one year
- Sponsorship of 400 Student Admissions for the "Build America Better" tours
- Five VIP Private Tour Passes, each of which admits 25 guests per tour during 2024

## **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 (2024)
- Company name on video scroll during the event, pop-up banner (provided by the sponsor) at both the Reception and Dinner
- Sponsorship of 200 Student Admissions for the "Build America Better" tours
- Four VIP Private Tour Passes which admits 25 guests per tour during 2024
- 2024 Museum monthly programming underwriting

## **The Quest for Justice (\$25,000)**

- 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
- Name and Logo with live hyperlink to company website placement on ICRCM's website for one year (2024)
- Company name and Logo on table(s) and Video Scroll
- Sponsorship of 100 Student Admissions for "Build America Better"
- Two VIP Private Tour Passes which admits 25 guests per tour during 2024
- 2024 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 (2024)
- 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 2024
- Sponsorship of 50 Student Admissions for a "Build America Better" tour

**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 (2024)
- 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 2024
- 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 (2024)
- 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 2024

**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 2024

**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.



# 2024 ANNUAL FUNDRAISING GALA SPONSORSHIP

## ORDER FORM

(Deadline for sponsorship form submission: June 15, 2024)

Thank you for supporting the International Civil Rights Center & Museum. Our annual Civil Rights Gala is the Museum's primary fundraiser that provides the necessary financial support to achieve our mission and vision as a "teaching landmark" and international site of conscience. Your generous support will help us in our ongoing quest to fulfill this goal.

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](mailto:dtyler@sitinmovement.org).

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_



# 2024 GALA SPONSORSHIP ADVERTISEMENT

Full Page Ad - \$500

Half Page Ad - \$300

\*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: JUNE 15, 2024**

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

**Payment Options: (Please scan and email your submission to [dtyler@sitinmovement.org](mailto: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