

A Time To Be Grateful 2023



**Words Make People:  
Enhancing Literacy & Culture for  
Future Generations**

**Hilton Meadowlands December 7th - 10th  
Two Meadowlands Plaza, East Rutherford, NJ 07073**

**Sponsorship Package**

**2023**



## **Your opportunity to make an impact!**

We invite you to be a part of the 19th Annual "A Time To Be Grateful" conference, a deeply significant event that has been celebrating the spirit of unity, culture, and community for nearly two decades. This year, our event holds extra significance as we gather to celebrate over 60 years of Muslim American journalism excellence, a legacy that started with the historic Muhammad Speaks newspaper.

Our 2023 conference theme is "Words Make People: Enhancing Literacy & Culture for Future Generations." We are committed to promoting literacy and culture within our community and beyond. A portion of the proceeds from our event will be dedicated to donating Muslim Journal subscriptions to schools, libraries, and institutions to support literacy.

To make this event a success, we are reaching out to individuals and businesses, large and small, who share our commitment to education and community development. We invite you to consider becoming a sponsor of the event, which will not only align your organization with a noble cause, but also provide you with generous benefits, including promotion in the Muslim Journal, inclusion in the souvenir book for the awards banquet, visibility on the Muslim Journal website, and more.

Additionally, we welcome individuals to take part by placing ads in our souvenir book, making one-time financial contributions, donating in-kind services or by simply taking out a subscription to Muslim Journal.

Your support will make a great impact on our efforts to enhance literacy and culture for future generations, and we are confident that your involvement will bring valuable recognition to your organization. Our goal through the Muslim Journal is to restore a love for reading and learning and your support will further that vision!

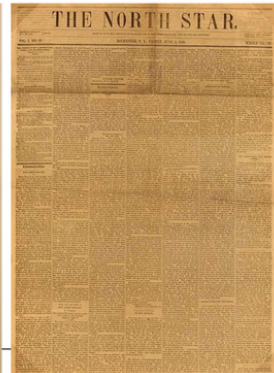
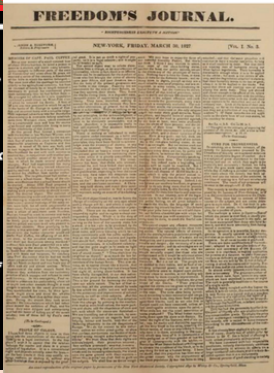
Join us in Newark, NJ, as we come together to celebrate our history, culture, and the power of words to shape the future. We sincerely appreciate your consideration and support for the "A Time to Be Grateful" conference. Together, we can make a meaningful difference in the lives of countless individuals and communities through education and literacy.

For more information about sponsorship opportunities or to discuss how you can contribute, please feel free to contact Imam A. K. Muhammad, at 973-373-0344, or [akmuhammad1@optimum.net](mailto:akmuhammad1@optimum.net).

Thank you for your time and generosity and we pray for your continued well-being!



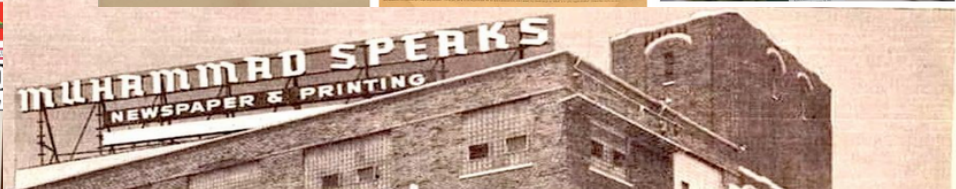
**FREEDOM OF AFRICAN AMERICAN PRESS**



**GIVE PEACE A CHANCE**  
 Alliance of Religions: A Dialogue on Scriptural Interpretations of Peace



WASHINGTON, D.C. - Over 1,200 religious and governmental leaders gathered for the Alliance of Religions and Interfaith Dialogue on Scriptural Interpretations of Peace. The event was held at the Marriott Marquis Hotel in Washington, D.C. on November 15, 2017. The Alliance of Religions is a global organization dedicated to promoting peace and understanding between different faiths. The event was moderated by Imam Warith Deen Muhammad and featured speakers from various religious traditions, including Christianity, Islam, Hinduism, and Buddhism. The objective of the event was to foster dialogue and cooperation between different faiths in the face of global challenges.



**Mr. Muhammad Speaks**  
 Mr. Muhammad Speaks is a weekly newspaper published in Pittsburgh, PA. It is owned and operated by the Muhammad Speaks Foundation. The newspaper covers local and national news, as well as religious and community issues. It is known for its commitment to social justice and the promotion of peace and understanding between different faiths.

Vol. 49 - No. 32 14 PITTSBURGH, PA., AUG. 9, 1958 PRICE 20 CENTS



*Subscribe to Muslim Journal*

**MUHAMMAD ALI THE MUSLIM THE PEOPLE'S CHAMP**

**OUR LIVING LEGEND MUHAMMAD ALI**

1942-2016

**Long Live Mohammed... Long Live Mohammed... TO LEAD IS TO SERVE**

**Photo Essay of the Early Years pages 17-19**

**Diane Nash Civil Rights Freedom Rider Crusader**

To Receive the "Imam W. Deen Mohammed Distinguished Citizen Award" 2013 at Muslim Journal's A Time To Be Grateful Awards Dinner Weekend, Bermuda, December 13-15, 2013

**SYMBOLIC AND ENTERTAINING: 21st Commencement for W.D. Mohammed High School**

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## WELCOME to MUSLIM JOURNAL!

**Muslim Journal** is in its 48th year of continuous weekly publication, standing upon the legacy of those in the struggle to sustain an informed reading public. The first African American newspapers were the **Freedom's Journal** published by editors John B. Russwurm and Samuel E. Cornish in 1827, and the directive newspaper, **The North Star**, published by the ex-slave and renowned abolitionist Frederick Douglass in 1847.

In this same tradition to advocate and inform from one's own perspective, **Muslim Journal** brings forth the mantle passed on by Al Hajji Malcolm X Shabazz, as he represented the Hon. Elijah Muhammad in the creation of the historic **Muhammad Speaks** newspaper. Now echoing the progressive Muslim American voice established by the late Imam W. Deen Mohammed, son of Elijah Muhammad and mentor to Malcolm, **Muslim Journal** stands as an independent newsgathering and dissemination outlet. From **Muhammad Speaks** to **Muslim Journal** and all name changes in between, our legacy includes over 60 years of excellence in journalism.

**Muslim Journal** addresses the misinformation about Muslims, historically, at home and abroad. Its masthead reads: "Bringing humanity together with truth and understanding." Its working mantras: "Fill the Void" and "See The Full Picture!" As advocated by Imam W. Deen Mohammed, **Muslim Journal** is a free press uninhibited by the government yet operating within the protections of the U.S. Constitution's Bill of Rights. Imam Mohammed said, "While we have the freedom of choices, always choose the BEST among choices...."

The Muslim population of the U.S. is more accurately projected to be around 12 million; it is a diverse ethnic group representing many national origins – including the indigenous Muslims who have roots going back to the African Transatlantic slave trade and within it, the Muslims transported to the Americas throughout that unfortunate era.

Muslim Journal pledges to be representative to all Muslims. The Muslim American is a politically active constituency with four of its adherents winning re-elections to the U.S. Congress (albeit with a majority non-Muslim voting population) – first Keith Ellison representing Minnesota and then Andre Carson representing Indiana; followed by Ilhan Omar also of Minnesota and Rashida Tlaib of Michigan.

**Muslim Journal** is a member newspaper in the National Newspaper Publishers Association (NNPA), a network of over 200 African American-owned newspapers in the U.S. The NNPA's target market audience has buying power of \$572.1 billion; this coupled with the buying power of 12 million Muslim Americans puts **Muslim Journal** in the midst of two giant consumer streams.

**Muslim Journal** is circulated via paid subscribers and a network of vendors in 100 cities and towns throughout the U.S. Its subscribers, along with U.S. citizens, encompass the Caribbean and Bermuda, and countries like Saudi Arabia, Malaysia, Nigeria, Ghana, Senegal and South Africa. Among them are individuals and institution representatives, embassies, congressional offices, libraries, prison institutions, military institutions and schools.

**Muslim Journal** celebrates with Muslims and non-Muslims its Annual "A Time To Be Grateful" (ATTBG) Awards Dinner within the season of thankfulness and spiritual awareness, a timeframe between Thanksgiving and Christmas. After starting in Chicago as host city for its first five years, the annual celebration moved on to various cities, including Southhampton, Bermuda (2013). In 2022, it returned to the Nation's Capital, Washington, D.C., with its 18th celebration and the theme: "Share Freedom Space: Created Equal with Inalienable Rights."

This ATTBG celebration had as its first keynote Imam W. Deen Mohammed and has honored great legacies, for example, the likes of Muhammad Ali and the Muhammad Ali Center; Muslim institutions of learning – Clara Muhammad Elementary and W. Deen Mohammed High School of Atlanta; in Bermuda, the Civil Rights Freedom Riders' legend Diane Nash; and in Memphis the Civil Rights heroes. This year, we celebrate a new wave of heroes. Our 2023 theme is, "Words Make People: Enhancing Literacy and Culture for Future Generations" and as Imam Mohammed proclaimed, "We cannot stop now."

As-Salaam-Alaikum (Peace be unto you),

Ayesha K. Mustafaa, Managing Editor  
([editor@MuslimJournal.net](mailto:editor@MuslimJournal.net))

Visit the Muslim Journal at [www.MuslimJournal.net](http://www.MuslimJournal.net).  
Request advertising rates via email – [muslimjrnl@comcast.net](mailto:muslimjrnl@comcast.net)  
For editorial and circulation information, email [muslimjrnl@comcast.net](mailto:muslimjrnl@comcast.net).  
or write to these departments in care of  
Muslim Journal, PO Box 19263, Chicago, IL 60619; phone 773-952-8177, fax 773-966-7681.  
And of course, SUBSCRIBE!

# HOST MASJID



## MISSION STATEMENT

Masjid Al-Haqq was established in 1988, as a 501(c)3 Non-Profit Organization, dedicated to uplifting the community mentally, spiritually, morally, socially, educationally, politically and economically.

## HISTORY OF MASJID AL-HAQQ

The Name Al-Haqq is a Divine Attribute of Almighty Allah. In essence, it means *The Truth* or *Sure Reality*. We, the members of Masjid Al-Haqq, strive hard to live up to that high standard and principle, with the help of Allah.

Masjid Al-Haqq came into existence when a group of sincere brothers conceptualized a vision to establish an institution to serve the community and humanity, and improve the quality of life for all people. Masjid Al-Haqq evolved out of the womb of the Nation of Islam, under the Leadership of the Honorable Elijah Muhammad, and was established under Imam W. Deen Mohammed (r.a.a.), the son of Elijah Muhammad and Clara Muhammad (founder of our national school system). Because of her example and leadership, we follow the Qur'an and Sunnah of Prophet Muhammad (s.a.w.s.). We now stand together on their shoulders, like the mighty oak tree that endures.

In that spirit, we pray Allah continues to bless Masjid Al-Haqq to contribute to the growth, development, and education of our local and national community. May HE bless our neighboring communities, families, and individuals- regardless of race, creed or national origin.

We pray that Allah blesses us to be a model community in accordance with HIS will and guidance; to work to maintain a productive relationship with all conscious people, and to create a healthy and safe environment for all people.

ADDRESS: 687 Springfield Ave, Newark, NJ 07103    PHONE: (973) 373-0344  
WEBSITE: <https://masjidalhaqq.com>

A Time To Be Grateful 2023

# THE HOST CITY AT A GLANCE



## NEWARK, NJ

Our 19th Annual "A Time to Be Grateful" conference takes place Dec. 7th-10th in Newark, NJ and will be hosted by **Masjid Al Haqq**. Newark is not just a location; it's a historical landmark deeply rooted in the history of Muslim American journalism. It is where Muhammad Speaks, founded by Malcolm X (Al Hajj Malik Shabazz), had its largest circulation, and it remains a symbol of resilience and strength within the African American Muslim community.

We are honored to celebrate Newark's rich cultural heritage and its contribution to the world. We want to acknowledge and celebrate just a few of Newark's notable sons and daughters who have made significant contributions to the world:

**Shaquille O'Neal (Shaq):** A Newark native and four-time NBA Champion, Shaq is known for his excellence in sports and philanthropy.

**Queen Latifah:** Born in Newark, she is an acclaimed actress, singer, and philanthropist.

**Kool and the Gang:** An American R&B, soul and funk band formed in Jersey City, NJ. Kool was an ATTBG awardee in 2009. They have contributed to Newark's schools and have engaged in other philanthropy.

**Mayor Ras J. Baraka:** The 40th Mayor of Newark, is a longtime educator in Newark's public school system and is a strong advocate for literacy which is aligned with this year's theme. Muslim Journal is pleased that our new headquarters are in the beautiful city of Newark!



**Kool and the Gang**



**Mayor Ras J. Baraka**



**Queen Latifah & Shaq**

### HILTON MEADOWLANDS

Two Meadowlands Plaza  
East Rutherford, NJ 07073

**Group Code: MJL08A**

**Special Room Rate: Standard Room**  
**\$139.00 per night plus tax**

For reservations call 1-800-445-8667

### OVERFLOW HOTELS

**Extended Stay Hotel**

(located next door to host hotel)

300 State Highway Route 3 East  
East Rutherford, NJ 07073

For reservations call: 201-939-8866

**Meadowlands Plaza Hotel**

40 Wood Avenue  
Secaucus, NJ 07094

For reservations call: 201-272-1000

Use Code: ATTBG-MJ

# WORDS MAKE PEOPLE:

ENHANCING LITERACY & CULTURE FOR FUTURE GENERATIONS

## WEEKEND AT A GLANCE

### THUR DEC. 7

Art & Museum Exhibits - 11AM - 5PM

Tour - 12PM - 6PM

Special Attraction Dinner - 6:30PM

### FRI DEC. 8

Jumu'ah Prayer Service - 1PM - 2PM

Workshops - 3PM - 5PM

Culture Night - 7PM - 10PM

### SAT DEC. 9

Workshops - 9AM - 5PM

Fashion Show & Luncheon - 12PM - 2PM

*A Time to Be Grateful Awards Dinner - 7PM*

### SUN DEC. 10

Business Breakfast - 9AM - 11AM

Interfaith Ta'leem - 1PM - 3PM

ALSO FEATURING

**DAILY VENDING, IMAMS MEETINGS, & ILTDP GRADUATION!**





# Marketing



## Highlights

- 60 Plus Years American Muslim Journalism
- 3rd Woman Editor Of Minority-Owned African-American Muslim Weekly Newspaper

## SUBSCRIBERS DEMOGRAPHICS

### EDUCATION LEVEL:

- High School Graduates 15%
- Business Trade School 17%
- Undergraduate Degree 28%
- Graduate Degree 20%
- Doctorates/Advanced Degrees 20%

## CIRCULATIONS:

Paid mailed and online subscribers and network of weekly vendor salesmen

## AGE RANGING GROUPS:

- 12yrs - 18 yrs 10%
- 19yrs - 35 yrs 28%
- 36yrs - 59yrs 27%
- 60yrs - 90yrs 35%

## DISTRIBUTION LOCATIONS:

- 100 cities and towns within the USA
- Caribbean Islands
- Countries: Saudi Arabia, Malaysia, Nigeria, Ghana, Senegal and South America

## BUSINESS LEVEL:

- Entrepreneurs Small
- Entrepreneurs Midsize
- Professional/Corporate

## CONFERENCE EVENTS

### Conference Attendance 1000 plus

- A Time To Be Grateful Awards Banquet
- Professional and Social Development Workshops
- Networking and Vendor Opportunities for diverse population
- Museum Exhibits
- Entertainment and Concert
- Local Tours
- Luncheon and Fashion Show
- Youth and Young Adults Programs
- Business Breakfast Presentation and Opportunities
- Interfaith and Community Unity Seminar
- Closing Ceremonies



# LEVELS OF SPONSORSHIP

## Platinum Sponsorship

**\$15,000**

- Full page color ad in Souvenir Brochure
- 1 full back cover advertisement in the Muslim Journal newspaper online and print
- Prominent recognition as a “Platinum Sponsor”
- Company Name/Logo on Banner, listed as “Platinum Sponsor”
- Company Name/Logo displayed on the Muslim Journal website as 2023 “Platinum Sponsor”
- Complimentary VIP Table at Awards Ceremony
- 10 complimentary all inclusive weekend event tickets
- Reserved vendor for marketing materials or products in prime visual placement
- Acknowledgments in media announcement and press releases (e.g. radio, newspaper, and Internet promotions)
- Featured article in the Muslim Journal print and online publications
- VIP Access to Private Awards Reception Saturday night

# LEVELS OF SPONSORSHIP

## Gold Sponsorship

**\$10,000**

- 1 full page color ad in Souvenir Brochure
- 1 full page color advertisement inside the 2024 Muslim Journal newspaper online and print
- Prominent recognition as a “Gold Sponsor”
- Company Name/Logo on Banner, listed as “Gold Sponsor”
- Company Name/Logo displayed on the Muslim Journal website as 2024 “Gold Sponsor”
- 5 Complimentary VIP tickets at Awards Ceremony
- 5 complimentary all inclusive weekend event tickets
- Reserved vendor table for marketing materials or products in prime visual placement
- Acknowledgments in media announcement and press releases (e.g. radio, newspaper, and Internet promotions)
- Featured article in the Muslim Journal print and online publications
- VIP Access to Private Awards Reception Saturday night



## Silver Sponsorship

# \$5,000

- 1 half page color ad in Souvenir Brochure
- 1 half page advertisement in the 2024 Muslim Journal newspaper online and print
- Featured article in the Muslim Journal print and online publications
- Company Name/Logo on banner listed as “Gold Sponsor”
- Company Name/Logo displayed on the Muslim Journal website as “Gold Sponsor”
- 4 complimentary VIP tickets to the Awards Ceremony
- 4 complimentary all inclusive weekend event tickets
- Reserved vendor table for marketing materials or products in prime visual placement
- Acknowledgment in media announcement and press releases
- VIP Access to Private Awards Reception Saturday night

## Bronze Sponsorship

# \$2,500

- Half page color ad in Souvenir Brochure
- 1 Half page advertisement in the Muslim Journal newspaper online and print
- Company Name/Logo on banner listed as “Silver Sponsor”
- Company Name/Logo displayed on the Muslim Journal website as “Silver Sponsor”
- 2 complimentary VIP tickets to the Awards Ceremony
- 2 complimentary all inclusive weekend event tickets

# One-Time Supporter

If the sponsorship options are not the correct fit for you,  
we would still appreciate your support!

We would be pleased to accept a one-time payment or  
you can become a subscriber to Muslim Journal.

As a subscriber you are showing a commitment to further our vision  
beyond a single event.



**Subscribe to  
Muslim Journal**

## Interested?

Scan the QR code above to support now!

OR

For more information, please contact:

Imam A. K. Muhammad

P- 973-373-0344    E- [akmuhammad1@optimum.net](mailto:akmuhammad1@optimum.net)

Then complete and mail or email the One-Time & In-Kind Sponsor Application

Thank you for your time & consideration!





# One-Time & In-Kind Sponsor APPLICATION

Primary Contact Name:		Primary Contact Title:	
Name of Business/Agency/Organization:			
Business Address:			
City:	State:	Zip:	
Primary contact Phone:		Primary Contact Email:	

In-Kind Donation       OTHER Donation       One-Time Supporter

Please provide a brief description of the proposed in-kind service or donation you are able to offer as well as the estimated value.

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Website and/or facebook address:

**Make all checks and money orders  
payable to: Masjid Al-Haqq  
P.O. BOX 1201  
Newark, NJ 07101  
or contact us for alternative payments**

**Amount Enclosed:**

Masjid Al-Haqq is a 501(c)(3) charitable organization and your sponsorship is tax deductible. Tax ID# 223027000  
For more information, contact Imam A. K. Muhammad, at 973-373-0344, or akmuhammad1@optimum.net. You may also visit websites [www.masjidalhaqq.com](http://www.masjidalhaqq.com) and [www.muslimjournal.net](http://www.muslimjournal.net)

*Portions of the proceeds will go towards Muslim Journal Subscriptions to be donated to schools, libraries and other institutions to support Literacy.*