



"Partner with KAA-MaCC for the 11th Anniversary & Hall of Fame Inductions: Celebrate the Year of the Woman and Support Our Vision 2026 Initiative to Expand Educational Programs"

"Empowering Excellence: Honoring Trailblazing Women and Inspiring Future Generations"



Mrs. Elizabeth
Duncan Kodntz



Dr. Mary Strawder
Ponds



Mrs. Alice
Steele-Robinson



Dr. Catrelia
Steele Hunter



Mrs. Betty Evans
Eddleman



Mrs. Ruth A.
Mellwain Curry



Mrs. Mary Ellen
Phifer-Kirton



October 5, 2024 - 5 p.m.

Hall of Fame Inductions Gala

The Laureate Center, Kannapolis, NC

Sponsorship Proposal

Contact: **Jacqueline Anthony, President & CEO**

iinfo@kaa-macc.org, (704) 925-1314 | www.kaa-macc.org



“Continuing the Quest for History Untold”

Executive Summary

Rationale for Sponsorship

Supporting the KAA-MaCC for the 11th Anniversary and Hall of Fame Inductions provides a unique opportunity to align your brand with a distinguished event celebrating women's remarkable achievements. As KAA-MaCC has declared 2024 the Year of the Woman, your sponsorship will play a crucial role in promoting gender equality, honoring trailblazing women, and inspiring future generations. By partnering with KAA-MaCC, you will enhance your organization's visibility and demonstrate your commitment to empowering women and supporting cultural and educational initiatives within the community.

Event/Objective Overview

The KAA-MaCC 11th Anniversary & Hall of Fame Inductions will take place on October 5, 2024, at The Laureate Center in Kannapolis, NC. This prestigious event is a cornerstone of our Vision 2026 Initiative, which aims to expand our educational programs and preserve African-American history and culture. The fundraiser will honor seven outstanding African-American women from Cabarrus and Rowan Counties for their lifetime achievements, highlighting their contributions to society and setting a powerful example for future generations. Your sponsorship will help us achieve our goals of expanding educational programs, enhancing community engagement, and fostering a deeper understanding and appreciation of African-American heritage.



Benefits for the Sponsor

By sponsoring this event, you will gain extensive brand visibility, community impact, networking opportunities, corporate social responsibility, exclusive access, and the opportunity to align with a meaningful cause by supporting KAA-MaCC's Vision 2026 Initiative, making a lasting impact on the community.



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Event – Project Details

Event/Project Description

The 11th Anniversary is a prestigious black-tie celebration that brings together local businesses, community leaders, and philanthropists to contribute to social betterment. Guests will enjoy an evening of inspiring stories, keynote speech, and the opportunity to connect with like-minded individuals dedicated to empowering women and preserving African-American heritage. The event also serves as a vital fundraising initiative to support KAA-MaCC's Vision 2026 Initiative, aimed at expanding educational programs and cultural outreach.

Target Audience

Our target audience includes professionals, community members, local leaders, educators, local business owners, civic organizations, and supporters of cultural and educational initiatives. We anticipate a diverse gathering of individuals passionate about promoting women's contributions and supporting the arts, history, and cultural heritage within the community.



Scan me

October 5, 2024

5:00 p.m.

Reception

6:00 p.m.

Program/Dinner
& Inductions

Laureate Center
401 Laureate Way
Kannapolis, NC
28081



Past Success and Track Record

Over the past decade, KAA-MaCC has established a strong reputation for its impactful events and initiatives. Our previous anniversaries and Hall of Fame Inductions have been highly successful, drawing significant attendance and generating substantial community engagement. These events have consistently showcased the achievements of outstanding individuals and raised vital funds to support our educational programs and cultural preservation efforts. The success of these events underscores our capability to deliver high-quality, memorable experiences and our commitment to advancing our mission and Vision 2026 Initiative.



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Sponsorship Packages

- Recognition as a top event sponsor
- Prominent logo placement on all event materials, including program/souvenir journal, banners, and website
- Full-page ad in the event program
- Recognition in all media releases and social media promotions
- Ten (10) tickets to the event with premier seating
- Special Acknowledgment during the awards presentation
- Opportunity to provide a brief speech or video presentation during the event
- Exclusive meet-and-greet with honorees

**Empowerment
Visionary**

\$10,000

**Trailblazer
Champion**

\$7,500

- Recognition as a leading event sponsor
- Logo placement on event materials, including program/souvenir journal, banners, and website
- Half-page ad in the event program
- Recognition in media releases and social media promotions
- Eight (8) tickets to the event with preferred seating
- Special Acknowledgment during the awards presentation
- Opportunity to present an award during the inductions ceremony
- Exclusive meet-and-greet with honorees

- Recognition as a major event sponsor
- Logo placement on event materials, including program/souvenir journal, and website
- Quarter-page ad in the event program
- Recognition in media releases and social media promotions
- Six (6) tickets to the event with preferred seating
- Acknowledgment during the awards presentation

**Inspiration
Leader**

\$5,000

**Excellence
Advocate**

\$3,500

- Recognition as an event sponsor
- Logo placement on event materials, including program/souvenir journal, and website
- Eighth-page ad in the event program
- Recognition in social media promotions
- Four (4) tickets to the event with preferred seating
- Acknowledgment during the awards presentation

- Recognition as an event sponsor
- Logo placement in event program
- Recognition in social media promotions
- Two (2) tickets to the event with preferred seating
- Acknowledgment during the awards presentation

**Legacy
Supporter**

\$2,000

**Community
Champion**

\$1,000

- Recognition as an event sponsor
- Name listed in the event program
- Recognition in social media promotions
- Two (2) tickets to the event
- Acknowledgment during the awards presentation



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SOUVENIR JOURNAL

ANNIVERSARY SUPPORTER SPONSOR:

- Back Cover-Color, Full: \$2,000
- Inside Front Cover, Full: \$1,500
- Inside Back Cover, Full: \$1,500
- Full Page, Color: \$150
- Full Page, B/W: \$100
- Half Page, Horizontal: \$75
- Quarter Page, Vertical: \$50
- Business Card (1/8th Horizontal): \$25
- Patron (Listing): \$15

Mandatory Ad Specifications and Preparation:

- Camera-ready PDF or JPEG/JPG /PNG
- Minimum of 300 dpi at 100% of final print size
- Add \$10 for ads requiring design adjustments and/or call (704-925-1314) for pricing of Ad Design.

Ad Submission:

- Please email your camera-ready ad, with all fonts embedded and not requiring any design adjustments, to info@kaa-macc.org. Kindly refrain from sending native files.
- Ads may be submitted electronically to info@kaa-macc.org. For timely processing, please type "**SOUVENIR JOURNAL**" in the subject line and include in the body of the email the following information: **1) organization/business name, 2) contact person, 3) telephone number, 4) email address, and 5) ad size requested.**
- All art must be received by **September 20, 2024 at 5 p.m.** to be included in the souvenir journal.

Payment Is Due When Ad Space Is Reserved

Please make checks payable to:

Kannapolis African-American Museum and Cultural Center, Inc. (KAA-MaCC)



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Financial projections will be provided by request to convey transparency and demonstrate the potential impact of sponsorship on our goals, such as the Vision 2026 Initiative. Level of detail includes revenue and expense breakdowns, the impact on Vision 2026 (allocation of funds and projected outcomes), and ROI for sponsors (benefits and projected media reach).

KAA-MaCC aims to demonstrate that the event is well-planned with a clear understanding of both the costs involved and the expected impact of sponsorship funds.

Payment and Agreement Terms

Sponsors must make an initial payment of 50% of the total sponsorship amount upon agreement. The final 50% is due one month before the event. Payment details will be provided in the sponsorship agreement.

Note: Agreement Terms do not apply to the souvenir journal.