

# Support KAA-MaCC as an Underwriter

## ◆ What is an Underwriter?

An **underwriter** is a donor or organization that provides **financial support for a specific KAA-MaCC program, event, initiative, publication, or exhibition**, often in exchange for promotional recognition and a direct association with a cause aligned with their values.

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## Required & Pertinent Information to Share

### ✓ 1. Overview of KAA-MaCC

- **Mission:** To preserve and celebrate African-American history, culture, and contributions in Cabarrus and Rowan Counties.
- **Vision:** A permanent, community-centered museum and cultural center for generations to come.
- **501(c)(3) Status:** Yes, EIN available upon request. All donations are tax-deductible.

### ✓ 2. What Can Be Underwritten

- Signature Events (e.g., *Women of a New Tribe*, *Annual Hall of Fame Inductions*)
- Educational Programs & Lecture Series
- Historical Exhibitions
- Community Conversations on Education, Equity & Access
- Digital Initiatives (e.g., website, media, oral histories)
- Publications (e.g., *Cabarrus-Rowan Who's Who Magazine*)
- Operating Support or Equipment/Technology Sponsorship

### ✓ 3. Levels of Underwriting Support

Underwriting can be customized based on the initiative. Sample tiers:

- **Presenting Underwriter** – \$25,000+
- **Major Program Underwriter** – \$10,000–\$24,999
- **Community Engagement Sponsor** – \$5,000–\$9,999
- **Education Supporter** – \$1,000–\$4,999
- **Legacy Partner** – Up to \$999

*Note: You may adapt these based on current needs and funder feedback.*

### ✓ 4. Benefits of Being an Underwriter

- Logo/name recognition on materials, website, and social media
- Verbal recognition at events
- Complimentary tickets or access (based on level)
- Featured article/interview in a future newsletter, magazine, or blog.
- Association with a community-based, culturally rich mission
- Tax acknowledgment letter and annual impact report

## **5. How to Become an Underwriter**

Provide these actionable steps:

- **Step 1:** Contact [info@kaa-macc.org](mailto:info@kaa-macc.org) to request a meeting or proposal
  - **Step 2:** Choose the program or initiative you'd like to underwrite
  - **Step 3:** Complete the Underwriter Commitment Form (available for download or by request)
  - **Step 4:** Submit payment via check or online portal
  - **Step 5:** Receive confirmation, recognition details, and regular updates
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