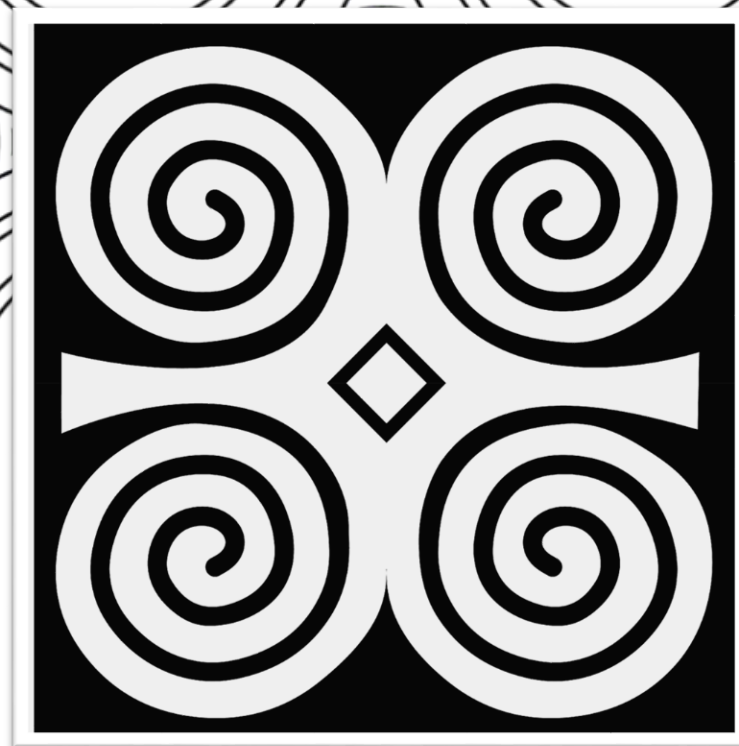


Item # 113₍₂₎

ADDITIONAL MATERIAL
Regular Meeting
June 15, 2021

SUBMITTED AT THE REQUEST OF

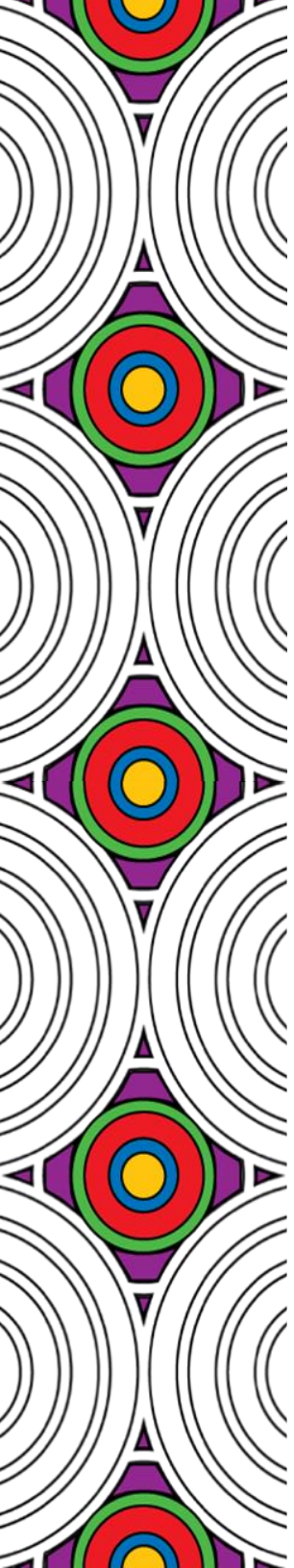
COMMISSIONER
DALE V.C. HOLNESS



African American Research Library and Cultural Center
Vicennial of Black Excellence



#AARLCCFOREVER



Contents

- ❖ *Manager's Message*
- ❖ *About AARLCC*
- ❖ *AARLCC in the News*
- ❖ *Support and Purpose*
- ❖ *Vicennial Experiences and 20th Anniversary*
- ❖ *Friends of AARLCC Message*
- ❖ *Sponsorship Levels*

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Message from the Manager Makiba J. Foster

A major highlight of my career has been the opportunity to lead the African American Research Library and Cultural Center! As we prepare to celebrate 20 years of providing programs, services, and resources to the community that illuminates all parts of the Black Diaspora, I think back to those in the community who supported turning a small branch library into a research archive AND cultural center. Long before the ground was broken or before any blueprint was rendered, the community believed and worked towards the goal of making AARLCC a reality. It is that kind of aspirational action and spirit that continues to guide us towards the next 20 years! However, I never want to take the support of the community for granted, nor do I ever want the community to take the existence of AARLCC for granted. This past year of loss has shuttered various cultural heritage institutions, and now more than ever we need our advocates and champions to step up with their financial support to ensure that the mission of AARLCC continues. Our yearlong programming to celebrate AARLCC's 20th Anniversary are part of our fundraising efforts. For each event is information regarding how funds will be used related to free educational programs to all ages, services in support of career enhancement and entrepreneurship, and the purchase of archival collections special collections and technology needs for our museum and theatre spaces. Enclosed you will find my five year plan that maps out the AARLCC's aspirations and what it will take to get there.

#AARLCCFOREVER



Makiba J. Foster

About AARLCC

October 26, 2002 was a proud moment in **Broward County Black History**. A dream was fulfilled with the official opening of the African American Research Library and Cultural Center (AARLCC)! AARLCC is a flagship library of the Broward County Board of County Commissioners Library Division and in 2002 it was the third public library of its kind in the nation.

The 60,000 square foot facility is a **library, archive, and cultural center**. As a multi-purpose institution, AARLCC boasts a circulating library, a special collections **archive, a museum, and a 300-seat state-of-the-art theatre**. Located in one of the oldest historically black neighborhoods in Ft. Lauderdale, the mission of AARLCC is to **collect, preserve, and provide access** to resources focusing on the history and culture of people of the **Black Diaspora**.

AARLCC produces outreach programs dedicated to education and community engagement for both youths and adults with the goal to help **educate this generation and future generations** about the rich and colorful African, African American and Caribbean heritages, cultures, and histories found locally and abroad.

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Friends of the African American Research Library and Cultural Center | *Vicennial of Black Excellence*





AARLCC in the News

[American Libraries published an article in its June magazine the features AARLCC](#)

[Undeleted covered the topic of future of Black digital archives](#)

[Makiba Foster named 2021 Library Journal 2021 Mover and Shaker](#)

[Women celebrate Harris at African-American Research Library in Broward](#)

[Alpha Kappa Alpha Sorority Sisters In Broward Cheer On Vice President Harris At Drive-In Inauguration Party](#)

[5 Stars For 4 Female Pioneers Involved in Debuting "Let The Good Times Rolle", Broward's First Ever Drive In Play](#)

[Broward County Library's Online "Virtual AARLCC" Gallery Now Open for Visitors!](#)

Support and Purpose

This advantage activity will support programming cost related to our yearlong programming celebrating the AARLCC Vicennial! Your support will help us to continue our signature programs that we have hosted since our inception as well as increase our global footprint as a **leading research institution** sought out for its diverse and inclusive collections, programs, and services.

This ambitious **year long initiative** in 2022, will need the support of Broward County (agencies, businesses, organizations and institutions) to spotlight the **accomplishments of this historic institution** and grand celebration! We are planning exciting programs of the highest caliber to commemorate this **milestone year** in Broward County history. The purpose of this funding opportunity includes:

- Provide programming of the highest caliber to commemorate this milestone in Broward County history by celebrating AARLCC 20 year anniversary.
- Increase support and awareness for AARLCC to continue providing innovative and timely services.
- Increase our global footprint as a leading research institution sought out for its diverse and inclusive collections, programs, and other initiatives.

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Vicennial Experiences 2022

#AARLCCFOREVER





February 2022

Archive After Dark

Thursday, February 10, 2022

Archives After Dark is an exclusive access event to the special collections vault at AARLCC. For this special event we have guest, music educator and DJ [Lamar Harris](#) curating the Eric Rawlins Record Collection for a nostalgic night of cocktails, light bites with the DJ spinning vinyl LPs taking us on a musical expedition. Eric Rawlins Record Collection contain nearly 6,000 albums covering jazz, rhythm & blues, hip hop, Latino and gospel music genres. As a special preview, guests of Archives After Dark will get an exclusive tour of the new exhibition celebrating two luminaries in libraries and archives history, Dorothy Porter Wesley who is responsible for building Moorland-Spingarn Collection, one the best Black library collections in the world at Howard University and Vivian Hewitt the first Black woman to lead the Special Libraries Association. **Proceeds from this event will go toward archival acquisitions.**

- Projected Cost: \$30,000



February 2022

Dorothy Porter Wesley and Vivian Hewitt Exhibition

Friday, February 11, 2022

The Grand Opening of Dorothy Porter Wesley and Vivian Hewitt Exhibition.

[Dorothy Porter Wesley](#), librarian, bibliographer, scholar, historian and archivist, was for 43 years (1930-1973) the curator of the Moorland-Spingarn Collection at Howard University in Washington, D.C. Under her guidance, a small special collection grew into a world-renowned research library. Today the Moorland-Spingarn Research Center is considered by many to be one of the world's most comprehensive repositories of information on the history and culture of people of African descent. [The Hewitt Haitian Art Collection](#), one of the largest of the special collections housed at AARLCC, contains a wealth of items, many of them highly valued for their artistic merit and rarity.

- **Projected Cost: \$10,000**



Dorothy B. Porter photographed by Carl Van Vechten, 1951



Vivian D. Hewitt



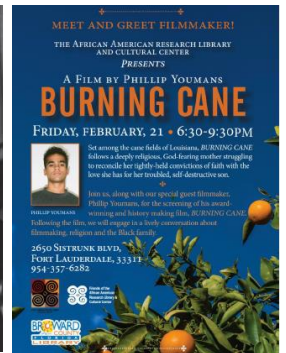
February 2022

South Florida Black Film Festival

February 25 & 26, 2022

South Florida Black Film Festival will be AARLCC's first ever Biennial film festival that will highlight filmmakers and content about the Black Diaspora. This two day festival will pay homage to local and independent filmmakers of African descent. The festival will host workshops about the television and film space. The film festival will be juried with awards for specific categories. We will activate partner spaces along Sistrunk to host smaller screenings. The festival will conclude with an awards ceremony for winners. Winners will receive cash prizes. This will support AARLCC's effort to be a resource in the growing film industry in Broward County.

- Projected Cost: \$50,000

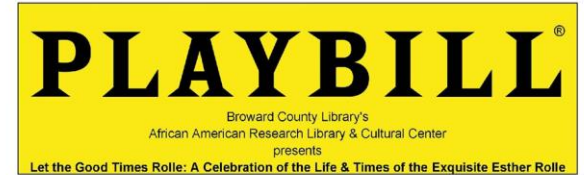


March 2022

Let The Good Times Rolle
Friday, March 25 & 26, 2022

Let The Good Times Rolle is an original play inspired by Broward County native and leading lady of stage and screen, Esther Rolle. This play will be a homecoming given that we were unable to bring this production to the stage in our state-of-the-art theatre in 2020. For the Vicennial, we will produce this play fully exploiting our theatre space to produce a spectacular experience!

- **Projected Cost: \$100,000**



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[View Virtual Playbill Here](#)

April 2022

Black Women in Librarianship Lecture

Friday, April 8, 2022



Cultural Conversations at the Center - Black Women in Librarianship Lecture Celebrating National Library Week in 2022. AARLCC will host a special conversation on Black Women in Librarianship. Invited speakers include [Librarian of Congress Dr. Carla Hayden](#), Director of the [Jimmy Carter Presidential Library and Museum](#), Dr. Meredith Evans, [American Library Association](#) Executive Director, Tracie D. Hall, and [Dr. Nicole Cooke, University of South Carolina](#), Augusta Baker Endowed Professor.

- Projected Cost: \$20,000



Librarian of Congress Dr. Carla Hayden



From left: Rosalynn Carter, Dr. Meredith Evans and former president Jimmy Carter.

(Source: <https://sils.unc.edu/people/alumni-profiles/meredith-evans-raiford>)

April 2022

Biennial Art & Activism Festival

Saturday April 30, 2022

Saturday April 30, 2022 Biennial Art & Activism Festival – The Art and Activism Festival is the culmination of the Community Foundation of Broward’s Art of Community grant. The Art Residency with 5 fellows will showcase their creations from their tenure as the first AARLCC Art and Activism Resident Artists. Speakers, art, food, performance is all on deck for the festival that uses art to address important issues impacting our community.

This program was awarded an Art of Community grant through the [Community Foundation of Broward](#). The objective of the Art of Community grant is to bring the arts to Broward neighborhoods to ignite creativity and local pride. Support has been provided by the following Funds at the Community Foundation of Broward: The Robert Elmore Family Fund, Maxine Powers Hofert Fund, Peter J. and Mary C. Barbare Fund, Mary and Alex Mackenzie Community Impact Fund, Charles and Ruth Taylor Fund.

- **Projected Cost: \$27,000**



COMMUNITY
FOUNDATION
OF BROWARD



May 2022

Biennial Art & Activism Festival

Saturday, May 21, 2022

Taste of Africa –The Black Diaspora in South Florida is AARLCC's tour through the continent of Africa's diverse cultures and terrains that have influenced the food and culture of South Florida. This family friendly event will offer a variety of food and cultural experience of selected African countries including music, arts and crafts. Part of this experience will highlight the use of Virtual Reality tours, 3D African Artifacts from [Virtual AARLCC exhibit](#), and tours related to the [Walking Sticks Public Art installation](#).

Funding will go to support youth programs.

- Projected Cost: \$10,500



[Click to watch Virtual AARLCC Live Tour](#)

June 2022

BAM! It's Juneteenth
Friday, June 17, 2022

BAM! It's Juneteenth - Be Alive through Music is our annual celebration of Black Music Month, Caribbean Heritage Month, and Juneteenth. This educational concert celebration highlights the diversity and the historical intersections of people from the African Diaspora. Through live stage performances of music and storytelling, we will celebrate the significance of the month June to people of African descent. We intend to create BAM as an annual concert series that celebrates Black Music month and Juneteenth.

- **Projected Cost: \$75,000**



Naturally 7 – National Recording Artists



Naturally 7 – National Recording Artists

June 2022

South Florida Book Festival

Friday, July 15-17, 2022

South Florida Book Festival is a signature AARLCC event and we will be hosting authors from across genres as we celebrate our 20th anniversary of AARLCC. Working with publishers we will highlight important 20th editions/anniversary books published in 2002 the year AARLCC opened. We also will feature authors published in 2022.

On Friday, July 15 #EATDRINKREAD festivities will partner with Destination Sistrunk for an intimate meet and greet reception for guests and authors. We also feature a special cook book where attendees will indulge in featured recipes.

You asked for it Saturday, July 16, 2022 #AARLCC-CON is now a part of #SOFLOBOOKFEST! Then it's all about #BOOKLIFE Sunday, July 17, 2022 featuring a Sunday Gospel Book Brunch, with authors writing in the genres of Wellness and Spirituality to Romance and Biography.

Learn more: www.sfloridabookfestival.com/

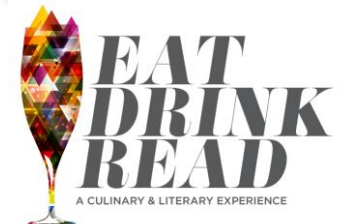
- Projected Cost: \$30,000



CANDACY TAYLOR



Eddie S. Glaude Jr.



September 2022

Ashley Bryan Art Series

Friday, September 23 -24, 2022

The Ashley Bryan Art Series celebrates children's literature and awarding winning authors and illustrators of African ancestry. This event targets our local school children where they meet an author/illustrator, receive a signed book, and learn more about art/illustration and writing/storytelling. The second day is targeting educators highlighting the need for more diverse literature and teaching to incorporate more equity, diversity, and inclusion. Confirmed is past ABAS honoree/speaker Javaka Steptoe. Funding for this project will help to sustain our commitment to supporting artists and creators of diverse children's literature.

- Projected Cost: \$30,000

Learn More:

https://broward.ent.sirsi.net/client/en_US/ashleybryan



From the book *Just the Two of Us*. By Will Smith.
Illustrated by Kadir Nelson. Scholastic, 2001.
AARLCC's Ashley Bryan Art Collection, 2004



Ashley Bryan, *Let it Shine*, collage on paper.

October 2022

20th Anniversary of AARLCC

Saturday, October 22, 2022 – Wednesday, October 26, 2022



The Sistrunk Society: A Gala Celebration on the Sixth will be held on Saturday, October 22, 2022 and will be an experience to remember for all of The Sistrunk Society.

- Projected Cost: \$150,000

AARLCC On Air - Oral History Live and Mixer will unveil the AARLCC Oral History Project and experience AARLCC's Vicennial Oral History Collection on Monday October 22, 2022. The event will also be broadcast via AARLCC On Air supported by Destination Sistrunk.

Go AARLCC it's your Birthday – #AARLCCFOREVER A Community Event will be Wednesday, October 26, 2022 this open house celebrating the day AARLCC doors opened to the public for the first time. The entire building will be activated with fun, entertainment, and refreshments for the entire family including field trips to AARLCC from Broward County Schools.

- Projected Cost: \$15,000



December 2022

Kwanzaa South Florida & Night Market

Friday, December 30, 2022

Kwanzaa South Florida - Night Market will celebrate the 5th principles of Kwanzaa. AARLCC's Night Market will be a family friendly event. Our purpose is to share and preserve history and culture of the Black Diaspora. This event celebrating concept of purpose and destiny is our opportunity share more about this holiday and its seven principles which are to be practiced throughout the year, so AARLCC has started to lead the initiative to synchronize community activations and development throughout the year with the Kwanzaa South Florida Calendar which will be a place that highlights events related to Cooperative Economic development, Unity, Creativity, Faith etc. This is also a part of our initiative LABB (Lifting and Advancing Black Businesses) where they will also be featured on the calendar and co-host to some of our events like Kwanzaa. We are partnering with [Broward Black Chamber of Commerce](#) and other cultural heritage institutions.

- Projected Cost: \$30,000

Healing & Restoring our Communities

Kwanzaa Celebration

presented by

The African-American Research Library & Cultural Center



Friends of the African American Research Library and Cultural Center | *Vicennial of Black Excellence*

Message from the Friends of AARLCC



Pamela Q. Adams
Friends of AARLCC President

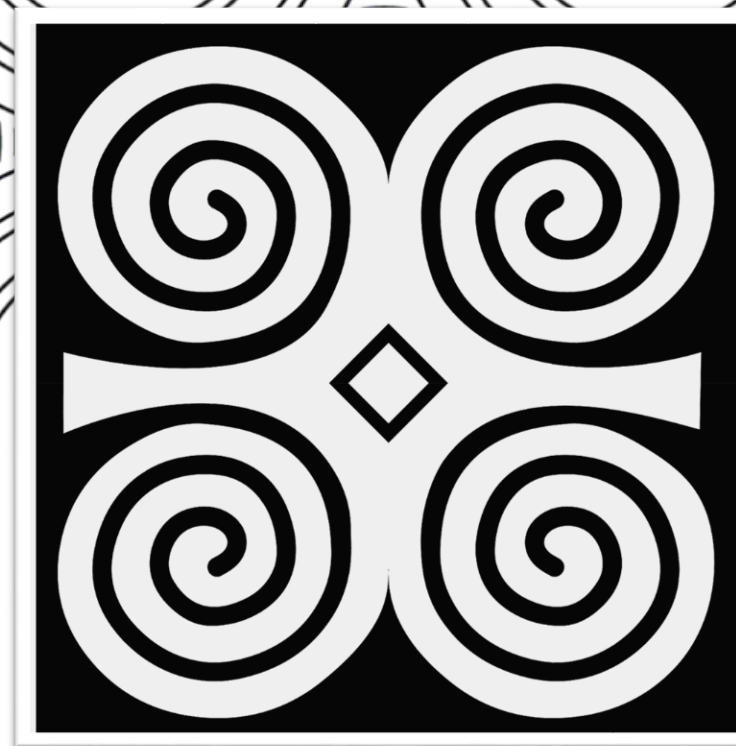
We are very excited to celebrate the African American Research Library and Cultural Center's vicennial anniversary in 2022! For almost 20 years the Friends of the African American Research Library and Cultural Center (AARLCC, formerly Friends of Von D. Mizell Library) have been at the forefront of advocating for AARLCC.

Broward County only pays for a portion of AARLCC's operating expenses and programs. Fortunately, through memberships, private donations and grants along with community partners, we raise funds to support programs to inform the experience of the African Diaspora at AARLCC.

Through its robust public exhibitions and cultural events, AARLCC enlightens and exemplifies the richness of the Black experience while opening the door into aspects of Black history and culture often unknown, ignored or misunderstood. Thanks to the support of the Friends of AARLCC, community partners, and donors, AARLCC achieves its mission.

As we embark upon AARLCC's Vicennial Anniversary, we ask for your support of outstanding programs and events to celebrate the work of AARLCC and sustain it for future generations!





Sponsorship Levels

Sponsorship Level

Black Excellence – The Leaders in Black Futurism– \$1,000,000

- **Naming rights for the Vicennial of Black Excellence (The Vicennial of Black Excellence presented by [YOUR COMPANY/ORG.]**
- Prominent placement on **presented by section of Vicennial** related websites.
- **Lobby Arch Window/Door Wrap including BCL Logo & Operation hours (The Vicennial of Black Excellence presented by [YOUR COMPANY/ORG.] for all 2022.**
- Invitation and recognition at all Donor Recognition events.

- Permanent recognition on a *Vicennial of Black Excellence **Metal Etched Plaquard*** in the African American Research Library and Cultural Center Theatre.
- Opportunity to be recognized with a commissioned public art piece.
- Recognition at all public presentations related to the Vicennial.
- Direct mentions on television promotional, public relations materials or public service announcements.
- Live on-stage Named **presented by** recognition public address system on-the-day mentions on all stages for the Vicennial.
- Opportunity to speak on-stage at event or prerecorded for virtual events to promote [YOUR COMPANY/ORG.]

- Publicity valued at over **\$1,000,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the Vicennial.
- Company logo displayed at all red carpet locations throughout the Vicennial.
- Company logo on all main stage signage, press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- Company Vendor Booth (10'x10') for all Vicennial events.
- **Front presented by placement** of Full-page advertisement for [YOUR COMPANY/ORG.] in the *Vicennial Black Excellence* program.

- VIP package **for 10** including: Access to the Sistrunk Society Black Excellence VIP area, VIP table, VIP seating in prime viewing location, Event Tickets, and VIP Parking Passes for all Vicennial events.
- **1 Limited Collectors Edition** Polo-style *Vicennial of Black Excellence* shirts with your company logo.
- **7** Polo-style *Vicennial of Black Excellence* shirts with your company logo.

- **50** *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.]

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Sponsorship Level

Sam Morrison - The Sistrunk Society – \$500,000

- Prominent placement on **sponsored by section of Vicennial** related websites.
- **Interior Window/Door Wrap**
- Invitation and recognition at all Donor Recognition events.

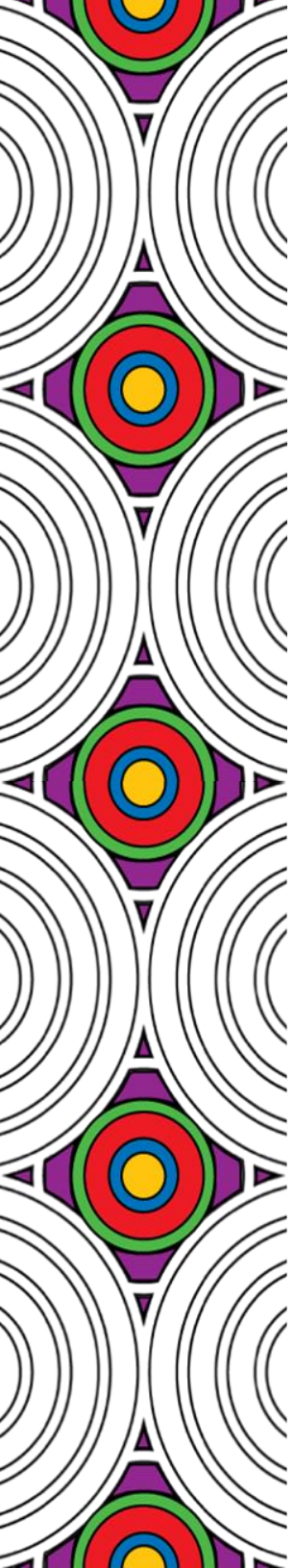
- Permanent recognition on a *Vicennial of Black Excellence* **Metal Etched Plaquard** in the African American Research Library and Cultural Center Theatre.
- Opportunity to be recognized with a commissioned public art piece.
- Recognition at all public presentations related to the Vicennial.
- Direct mentions on television promotional, public relations materials or public service announcements.
- Live on-stage Named sponsored by recognition public address system on-the-day mentions on all stages for the Vicennial.
- **Opportunity to speak on-stage at event or prerecorded for virtual events to promote [YOUR COMPANY/ORG.]**

- Publicity valued at over **\$500,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the Vicennial.
- Company logo displayed at all red carpet locations & on the main stage signage throughout the Vicennial.
- Company logo on all main stage signage, press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Company Vendor Booth (10'x10')** for all Vicennial events
- **Priority placement** Full-page advertisement for [YOUR COMPANY/ORG.] in the *Vicennial Black Excellence* program.

- VIP package for 8 including: **Access to the Sistrunk Society Black Excellence VIP area**, VIP table, VIP seating in prime viewing location, Event Tickets, and VIP Parking Passes for all Vicennial events.
- **1 Limited Collectors Edition** Polo-style *Vicennial of Black Excellence* shirts with your company logo.
- **3** Polo-style *Vicennial of Black Excellence* shirts with your company logo.

- 40 *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.].

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Sponsorship Level

Friends of AARLCC - The Advocates - \$250,000

- Prominent placement on **sponsored by section of Vicennial** related websites.
- Invitation to all Donor Recognition events.

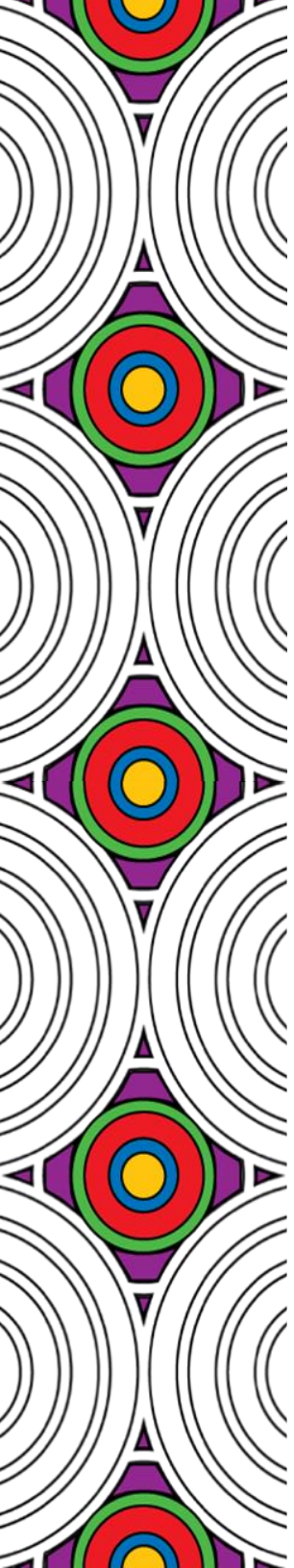
- Permanent recognition on a *Vicennial of Black Excellence Metal Etched Plaquard* in the African American Research Library and Cultural Center Theatre.
- Opportunity to be recognized with a commissioned public art piece.
- Recognition at public presentations related to the Vicennial.
- Direct mentions on television promotional, public relations materials or public service announcements.
- Live on-stage Named **sponsored by** recognition public address system on-the-day mentions on all stages for the Vicennial.

- Publicity valued at over **\$250,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the Vicennial.
- Company logo displayed at all red carpet locations & on the main stage signage throughout the Vicennial.
- Company logo on all main stage signage, press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Full-page advertisement** for [YOUR COMPANY/ORG.] in the *Vicennial Black Excellence* program.

- VIP package for 6 including: **VIP table**, VIP seating in prime viewing location, Event Tickets, and VIP Parking Passes for all Vicennial events.
- **1 Limited Collectors Edition** Polo-style *Vicennial of Black Excellence* shirts with your company logo.
- **1** Polo-style *Vicennial of Black Excellence* shirts with your company logo.

- **30** *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.].

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Sponsorship Level

Niara Sudarkasa - The Diasporic Visionary – \$100,000

- Prominent placement on **sponsored by section of Vicennial** related websites.
- Invitation to all Donor Recognition events.

- Permanent recognition on a *Vicennial of Black Excellence* **Metal Etched Plaquard** in the African American Research Library and Cultural Center Theatre.
- Opportunity to be recognized with a commissioned public art piece.
- Recognition at public presentations related to the Vicennial.
- **Direct mentions on television promotional, public relations materials or public service announcements, where available.**
- **Live on-stage Named sponsored by recognition public address system on-the-day mentions on all stages for the Vicennial.**

- Publicity valued at over **\$100,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the Vicennial.
- **Company logo displayed at all red carpet locations & on the main stage signage throughout the Vicennial.**
- Company logo on **all main stage** signage, press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Half-page advertisement for [YOUR COMPANY/ORG.]** in the *Vicennial Black Excellence* program.

- VIP package for 4 including: VIP seating in prime viewing location, Event Tickets, and VIP Parking Passes for all Vicennial events.
- **1 Limited Collectors Edition** Polo-style *Vicennial of Black Excellence* shirts with your company logo.
- 1 Polo-style *Vicennial of Black Excellence* shirts with your company logo.

- 20 *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.].

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Sponsorship Level

Ashley Bryan - The Arts Advocate – \$50,000

- Placement on **special recognition section of *Vicennial*** related websites.
- Invitation to all Donor Recognition events.
- Permanent recognition on a *Vicennial of Black Excellence* **Metal Etched Plaquard** in the African American Research Library and Cultural Center Theatre.
- **Opportunity to be recognized with a commissioned public art piece.**
- Recognition at public presentations related to the *Vicennial*.
- Live on-stage special recognition public address system on-the-day mentions on all stages for the *Vicennial*.
- Publicity valued at over **\$50,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the *Vicennial*.
- Company logo on **special recognition section of** press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Quarter-page advertisement for** [YOUR COMPANY/ORG.] in the *Vicennial Black Excellence* program.
- **4 admission** tickets to 6 *Vicennial* events or premier viewings.
- 1 Polo-style *Vicennial of Black Excellence* shirts with your company logo.
- 15 *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.].

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Sponsorship Level

Dorothy Porter Wesley - The Culture Keeper - \$25,000

- Placement on **special recognition section of *Vicennial*** related websites.
- Invitation to all Donor Recognition events.
- Permanent recognition on a *Vicennial of Black Excellence **Metal Etched Plaquard*** in the African American Research Library and Cultural Center Theatre.
- Recognition at public presentations related to the *Vicennial*.
- **Live on-stage special recognition public address system on-the-day mentions on all stages for the *Vicennial*.**
- Publicity valued at over **\$25,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the *Vicennial*.
- Company logo on **special recognition section of** press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Quarter-page advertisement for [YOUR COMPANY/ORG.]** in the *Vicennial Black Excellence* program.
- 2 admission tickets to **6 *Vicennial* events** or premier viewings.
- 1 Polo-style *Vicennial of Black Excellence* shirt.
- 10 *Vicennial of Black Excellence* shirts with your company logo for [YOUR COMPANY/ORG.].

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Sponsorship Level

Esther Rolle – The Trailblazer - \$10,000

- Placement on **special recognition section of *Vicennial*** related websites.
- Permanent recognition on a *Vicennial of Black Excellence Metal Etched Plaquard* in the African American Research Library and Cultural Center Theatre.
- Recognition at public presentations related to the *Vicennial*.
- **Live on-stage special recognition public address system on-the-day mentions on all stages for the *Vicennial*.**
- Publicity valued at over **\$10,000** in advertising equivalency.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the *Vicennial*.
- Company logo on **special recognition section of** press releases, printed materials, step & repeat, Social media posts including Facebook, Twitter, Eventbrite, and live social media post on day of event.
- **Quarter-page advertisement for [YOUR COMPANY/ORG.]** in the *Vicennial Black Excellence* program.
- **2 admission tickets to 3 *Vicennial* events or premier viewings.**
- 1 Polo-style *Vicennial of Black Excellence* shirt.

Ellyn F. Walters – The AARLCC Dream Chasers- \$5,000

- Placement on **special recognition section of *Vicennial*** related websites.
- Permanent recognition on a *Vicennial of Black Excellence Metal Etched Plaquard* in the African American Research Library and Cultural Center Theatre.
- Recognition at public presentations related to the *Vicennial*.
- Company logo printed on all official Centennial T-shirts worn by more than 1,000 volunteers throughout the *Vicennial*.
- **1/8 page advertisement for [YOUR COMPANY/ORG.]** in the *Vicennial Black Excellence* program.
- **2 admission tickets to 1 *Vicennial* events or premier viewings.**

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Advertisement Specifications



- All ads are full color
- High res jpeg images are preferred but PDF files are accepted
- Full-Page Ad rate -- \$1,000 (5" wide x 8" tall)
- Half-Page Ad rate -- \$500 (5" wide x 3.875" tall)
- Quarter-Page Ad rate -- \$250 (2.5" wide x 3.875" tall)

For more information on sponsorship opportunities, contact the Friends of the African American Research Library and Cultural Center at friendsofaarlcc@gmail.com or <https://www.friendsofaarlcc.org/>



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