

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM



First Friday

“First Friday is a free monthly self-guided tour that includes Downtown Greensboro’s electric shops, art galleries, studios, museums and alternative art venues. Participating stops stay open from 6pm to 9pm on the First Friday with free arts programming to showcase local artists, musicians and other various artistic endeavors. First Friday is a great way to know the local and is family-friendly”. (Arts Greensboro)

The International Civil Rights Center & Museum (ICRCM) utilizes First Friday’s to connect with community members of all ages and museum supporters by offering free educational programs and live entertainment that explores the rich culture of this and helps to further our mission of promoting an understanding for social justice and equality in the United States and around the world.

ICRCM First Friday programs has the potential to serve/reach over 180 community. Past First Friday programs have included:

- Live entertainment from local seasoned and emerging artists,
- Partnerships with Guilford County Schools showcasing its talented students and faculty,
- Collaborations with Triad businesses, organizations and non-profits providing useful information and free services for the community
- An array of ethnically diverse performance arts of groups, giving them a platform to share their customs and traditions,



- Thought-provoking film/documentary viewings and premiers that align with Museum educational themes
- Free or discounted tours for the community
- Exhibition openings and viewings
- Hosting community leaders and civil rights pioneers to share their life's experiences and accomplishments
- Panel discussions and community conversations

First Friday and You

Partnering/Sponsoring a First Friday will benefit your corporation by:

- Extending your brand outreach
- Showing you're community and socially responsible
- Increasing company and product visibility
- Providing an opportunity to connect with customers
- Providing an opportunity to educate the community about your product(s) and service(s)
- Providing an opportunity for your employees to volunteer in the community
- Providing an opportunity to connect with key clients/constituents
- Supporting the International Civil Rights Center & Museum and Greensboro's #1 rated site of attraction (TripAdvisor.com)

Sponsorship Packages/Levels

- **Community Leader \$5,000 Sponsor**
 - Company Representative delivers Welcome and Closing Remarks
 - Reserved program seats
 - Meet & Greet with Special Guest(s)
 - One (1) Free Rental
 - Twenty-five (25) Employee Tour Passes
 - Information/exhibitor's table
 - Company logo placed on all marketing material and event program
- **Community Partner \$2,500 Sponsor**
 - Company Representative delivers closing remarks
 - Twenty-five (25) Employee Tour Passes
 - Information/exhibitor's table
 - Company logo placed on all marketing material and event program
- **Community Supporter \$1000 Sponsor**
 - Ten (10) Employee Tour Passes
 - Information/exhibitor's table
 - Company logo placed on all marketing material and event program



- **Community Member \$500 Sponsor**
 - Information/exhibitor's table
 - Company logo placed on all marketing material and event program

To sponsor this event please contact John Swaine at (336) 274-9199, ext. 239 or Keishawn Niblett at (336) 274-9199, ext. 242.