

RE-IGNITE

THE MOVEMENT

GALA 2021

THE VIRTUAL EXPERIENCE

SATURDAY, JANUARY 30, 2021 | 7 P.M.

SPONSORSHIP OPPORTUNITIES





INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

October 12, 2020

Dear Museum Supporter,

The International Civil Rights Center & Museum invites you to join us virtually on **Saturday, January 30, 2021**, for our 61st Anniversary Gala when we will celebrate national and local activists who have made significant contributions to advancing human and civil rights.

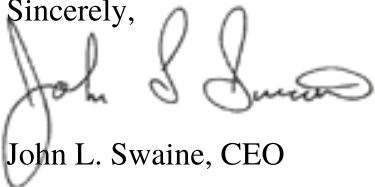
As we face unprecedented times, we will not be deterred in our efforts to fulfill our mission and to honor such deserving individuals. In light of the current pandemic, we are excited to produce our annual event in a new platform! For the first time in ICRCM history, our Gala will be presented virtually, allowing our viewers, participants and honorees to join us and enjoy this celebration from the safety and comfort of your homes or offices. The event portal will open at 6:30 p.m. and the program will begin promptly at 7 p.m. and end by 8:30 p.m. While we regret that we cannot celebrate together in a shared space, be assured that yours will be the best seat in the house!

We are delighted to announce that we will honor **U.S. Congressman James Clyburn** with the *Alston-Jones International Civil and Human Rights Award*. Precedent-setting attorney and award-winning author, **Bryan Stevenson** will receive the *Unsung Hero Award*. The committed service of community pillar, **Rev. Julie Peoples**, will be recognized with our *Lifetime Community Service Award*. Bennett College alum ('63), **Ingrid Wynn Catlin**, will receive the *Sit-In Participant Award*. We are thrilled to introduce a new award of honor at our 2021 gala. For his decades-long commitment to developing community leaders, fostering needful conversations and bridging activists and institutions, **Mr. Terence "T.C" Muhammad** will be the recipient of the inaugural *Keeper of the Flame Award*.

Enclosed is information detailing the available sponsorship levels. Please complete and return the order form by our deadline of November 1, 2020. If you require assistance, please contact La'Tonya Wiley at (336) 274-9199 (ext.230), or at gala@sitinmovement.org.

We look forward to sharing our evening with you during the 61st anniversary event!

Sincerely,



John L. Swaine, CEO



2021 Fundraising Gala Award Recipient

ALSTON/JONES INTERNATIONAL CIVIL & HUMAN RIGHTS AWARD

CONGRESSMAN JAMES E. CLYBURN

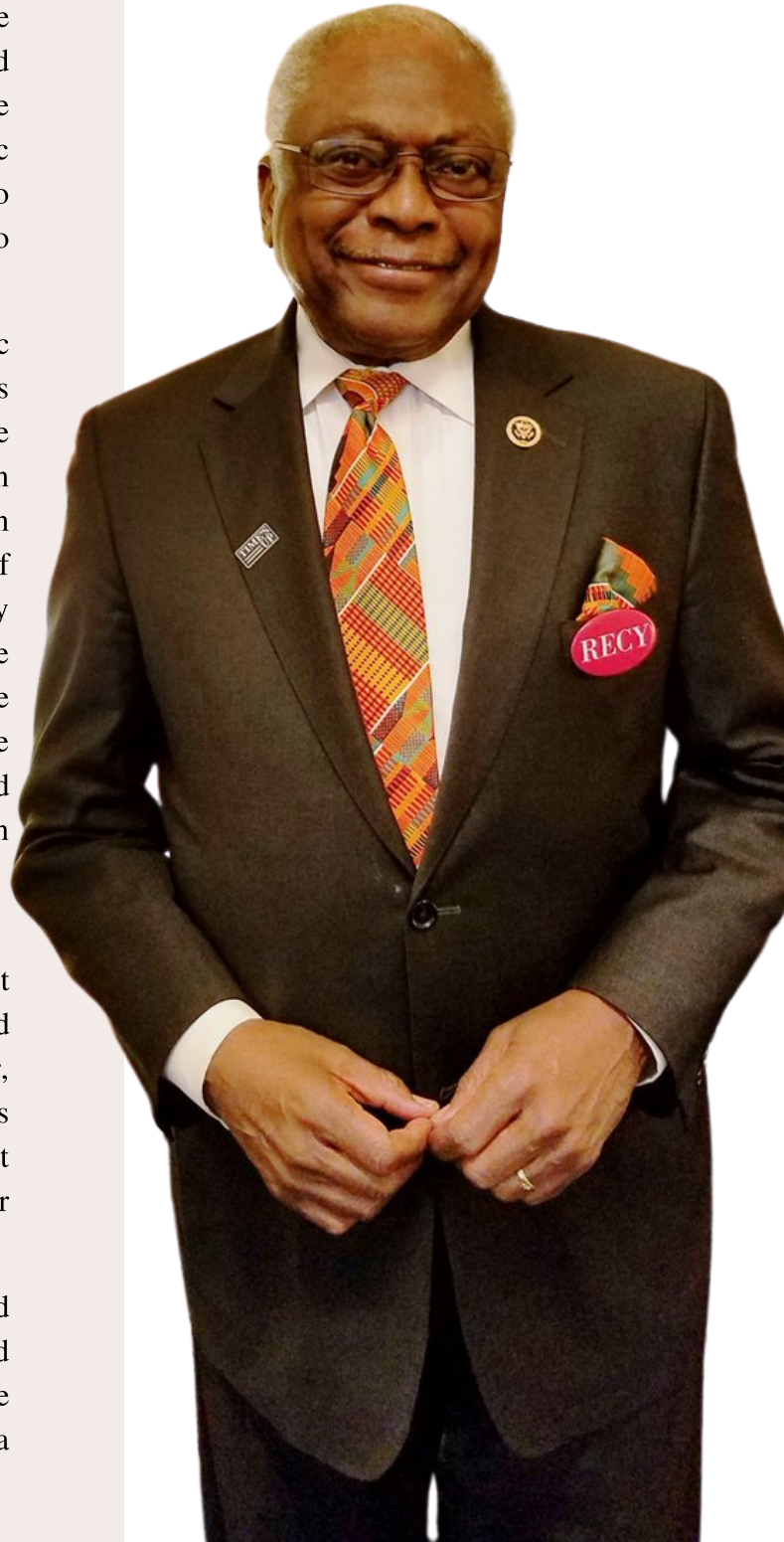
JAMES E. CLYBURN is the Majority Whip, the third-ranking Democrat in the United States House of Representatives.

When he came to Congress in 1993 to represent South Carolina's Sixth Congressional District, Congressman Clyburn was elected co-president of his freshman class and quickly rose through leadership ranks. He was subsequently elected Chairman of the Congressional Black Caucus then Vice Chairman and later Chairman, of the House Democratic Caucus. He previously served as Majority Whip from 2007 to 2011 and served as Assistant Democratic Leader from 2011 to 2019.

As a national leader, he has championed rural and economic development and many of his initiatives have become law. His federal funding formula was included in four sections of the American Recovery and Reinvestment Act. Congressman Clyburn is also a passionate supporter of historic preservation and restoration programs. His efforts have saved scores of historic buildings and sites on the campuses of historically black colleges and universities. His legislation created the South Carolina National Heritage Corridor and the Gullah/Geechee Cultural Heritage Corridor, elevated the Congaree National Monument to a National Park, and established the Reconstruction Era National Monument in South Carolina's Lowcountry.

Congressman Clyburn's humble beginnings in Sumter, South Carolina, as the eldest son of an activist, fundamentalist minister and an independent, civic-minded beautician grounded him securely in family, faith, and public service. His memoir, *Blessed Experiences Genuinely Southern, Proudly Black*, was published in 2015, and has been described as a primer that should be read by every student interested in pursuing a career in public service.

Congressman Clyburn and his late wife, Emily England Clyburn, met as students at South Carolina State University and were married for 58 years. They are the parents of three daughters; Mignon Clyburn, Jennifer Reed, and Angela Hannibal and four grandchildren.





2021 Fundraising Gala Award Recipient

UNSUNG HERO AWARD

ATTORNEY BRYAN STEVENSON



BRYAN STEVENSON is the founder and Executive Director of the Equal Justice Initiative, a human rights organization in Montgomery, Alabama. Under his leadership, EJI has won major legal challenges eliminating excessive and unfair sentencing, exonerating innocent death row prisoners, confronting abuse of the incarcerated and the mentally ill, and aiding children prosecuted as adults.

Stevenson has argued and won multiple cases before the United States Supreme Court, including a 2019 ruling protecting condemned prisoners who suffer from dementia and a landmark 2012 ruling that banned mandatory life-imprisonment-without-parole sentences for all children 17 or younger. Stevenson and his staff have won reversals, relief, or release from prison for more than 135 wrongly condemned prisoners on death row and achieved relief for hundreds of others wrongly convicted or unfairly sentenced.

Justice Stevenson has initiated major new anti-poverty and anti-discrimination efforts that challenge inequality in America. He led the creation of two highly acclaimed cultural sites which opened in 2018: the Legacy Museum and the National Memorial for Peace and Justice. These new landmark institutions chronicle the legacy of slavery, lynching, and racial segregation, and highlighted their connection to mass incarceration and contemporary issues of racial bias. Stevenson is also a professor of law at the New York University School of Law.

Stevenson has received more than 40 honorary doctoral degrees, including degrees from Harvard, Yale, Princeton, the University of Pennsylvania, and Oxford University. He is the author of the critically acclaimed *New York Times* bestseller, *Just Mercy*, which was named by *TIME Magazine* as one of the 10 Best Books of Nonfiction for 2014 and has been awarded several honors, including the American Library Association's Carnegie Medal for best nonfiction book of 2015 and a 2015 NAACP Image Award. *Just Mercy* was recently adapted as a major motion picture. He is a graduate of the Harvard Law School and the Harvard School of Government.



2021 Gala Sponsorship Opportunities & Benefits

THE VIRTUAL EXPERIENCE

SATURDAY, JANUARY 30, 2021 | 7:00 P.M. – 8:30 P.M.

Re-Ignite (\$50,000)

- Title Sponsor
 - Deliver opening greetings
 - 60-second video spot to conclude event
 - Logo bug presence throughout entire program
- Optional dinner delivery - coordinated with local catering source; if option is selected, we will forward menu selections
- Complimentary wine and hors d'oeuvres basket delivered
- Company name and logo on Video Scroll
- Name and logo placement on ICRCM's new website for one year (2021)
- Naming rights for 2021 Museum Tour Companion Guide for visitors
- Ten VIP Private **Legacy Tour* passes - each pass admits 25 guests per tour during 2021
- 1 free event rental during 2021
- Co-presenter of 4 Civil Rights programs at Museum
- 2021 Museum monthly programming underwriting

The Quest for Justice (\$25,000)

- Pre- and post-gala programming sponsor
- 45-second video ad space; prominently placed
- Optional dinner delivery - coordinated with local catering source; if option is selected, we will forward menu selections
- Complimentary wine and hors d'oeuvres basket delivered
- Company name and logo on Video Scroll
- Logo placement on ICRCM's new website for one year (2021)
- Sponsorship of 250 Building America Better Student Scholarships for Title I Schools (virtual)
- Eight VIP Private **Legacy Tour* Passes - each pass admits 25 guests per tour during 2021
- 1 free event Rental during 2021
- Co-presenter of 3 Civil Rights programs at Museum
- 2021 Museum monthly programming underwriting

The Lunch Counter (\$10,000)

- Award Sponsorship
 - 15-Second Commercial Spot featured either before or after the award presentation
- Optional dinner delivery - coordinated with local catering source; if option is selected, we will forward menu selections
- Complimentary wine and hors d'oeuvres basket delivered
- Company name and logo on Video Scroll
- Logo placement on ICRCM's new website for one year (2021)
- Six VIP Private **Build America Better Tour* Passes - each pass admits 25 guests per tour during 2021
- Sponsorship of 125 Building America Better Student Scholarships for Title I Schools (virtual)
- Co-presenter of 2 Civil Rights programs at Museum
- 2021 Museum monthly programming underwriting

Build America Better (\$5,000)

- Sponsor of artists performances
 - Logo presence during performance **OR**
 - 15-second video spot
- Company name and logo on Video Scroll
- Name and logo placement on ICRCM's new website for one year (2021)
- Four VIP **Build America Better Tour* Passes - each pass admits 25 guests per tour during 2021
- Sponsorship of 100 Building America Better Student Scholarships for Title I Schools (virtual)
- Co-presenter of one Civil Rights program at Museum

The Freedom Supporter (2,500)

- Sponsor of pre-show event
 - Static ad shown
- Company name logo on Video Scroll
- Company name placed on ICRCM's New Website for one year (2021)
- Three **Complex Tapestry Tour* Passes - each pass admits 25 guests per tour during 2021
- Sponsorship of 50 Building America Better Student Scholarships for Title I Schools (virtual)
- Co-presenter of one Civil Rights program at Museum

The Walk of Courage (\$1,500)

- Company name and logo on Video Scroll
- Two **Complex Tapestry Tour* Passes - each pass admits 25 guests per tour during 2021
- Sponsorship of 25 Building America Better Student Scholarships for Title I Schools (virtual)
- Co-presenter of one Civil Rights program at Museum

**Tour descriptions*

LEGACY TOUR

Our premium tour allows visitors to visit this historic site in-person. Guests will journey through the entire permanent gallery collections guided by a Museum interpreter.

BUILD AMERICA BETTER TOUR

A modified version of our standard guided tour. Seated in the comfort of our state-of-the-art auditorium, guests will experience a full tour with a live guide presenting from the stage with images of all exhibits projected. Also included, an optional post-tour individual "walk-through" of the Galleries.

COMPLEX TAPESTRY TOUR

This version of Museum experience provides guests all the benefits of a guided tour without the travel. Guests will participate in an interactive Zoom call that features filmed footage of our exhibit guided by a Museum interpreter, with a built-in Q&A post-tour discussion. A Virtual Companion Guide will also be provided.



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

2021 Annual Fundraising Gala Sponsorship Order Form

(Deadline for sponsorship form submission: November 1, 2020)

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser that provides the necessary financial support to achieve our ultimate goal of education to build a stronger future. Your generous support will help us in our ongoing quest to fulfill this goal.

Organization Name: _____

Business Category: _____

Contact Person Name: _____ Title: _____

Mailing Street Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Please indicate selection with a check mark ():

() The "Re-Ignite" Sponsor.....	\$50,000
() The "Quest for Justice" Sponsor.....	\$25,000
() The "Lunch Counter" Sponsor.....	\$10,000
() The "Build America Better" Sponsor.....	\$5,000
() The "Freedom Supporter" Sponsor.....	\$2,500
() The "Walk of Courage" Sponsor.....	\$1,500

Please refer all Gala orders and inquires to gala@sitinmovement.org

Name: _____

Email Address: _____

Phone: _____



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

2021 Gala Sponsorship Advertisement

☐ Full Page \$400

☐ Quarter Page Sponsor \$175

☐ Patron \$50
(Business name only)

☐ Half Page \$250

☐ Business Card Sponsor \$100

_____ YES, I would like to run the same ad as last year.

(Please note: if your 2020 ad was "Anniversary" specific, please provide new artwork.)

_____ YES, I would like to run ad as indicated above.

*Measurements based on standard paper-size measurement (8.5 x 11.0 inches; 300 DPI and 72 DPI respectively;
2480 pixels x 3508 pixels; please allow .125 bleed on all sides).

FIRM DEADLINE FOR AD ARTWORK SUBMISSION: DECEMBER 15, 2020

Payment Options: (Please fax this completed form to 336-274-6244 or scan to gala@sitinmovement.org)

() Invoice Me

() Check Payable to: International Civil Rights Center & Museum
134 South Elm Street, Greensboro, NC 27401

() Credit Card: _____ Visa _____ MasterCard _____ Discover _____ American Express

Card # _____ Exp. Date _____ CVV Code _____

Signature _____ Date _____

Name as it appears on Card _____

Billing Address, if different from Mailing Address

You may choose to mail your payment to: International Civil Rights Center & Museum
134 South Elm Street
Greensboro, North Carolina, 27401
ATTN: GALA

Please submit your high resolution, camera-ready art/video footage to: gala@sitinmovement.org