



2012 Ronald H. Brown—American Journey Awards

Friday, March 23, 2012

JW Marriott Hotel

1331 Pennsylvania Avenue, NW, Washington, DC

*All proceeds from the event go directly towards providing scholarship and mentoring support to Ron Brown Scholars
All sponsors will be recognized in the 2012 Ronald H. Brown—American Journey Awards Souvenir Booklet,
on the Ron Brown Scholar Program website, and through social media platforms.*

Sponsorship Opportunities and Benefits

Diamond Level (\$50,000)

- Company publicly thanked from the podium at the American Journey Awards
- Company publicly thanked at the VIP Reception
- Recognition as a Diamond Level sponsor on signage at the event
- Company logo placed on the American Journey Awards printed invitation, which is mailed to 1500+ recipients (sponsorship must be received by February 1, 2012)
- Company logo (with hyperlink) placed on the homepage and the American Journey Awards page of the Ron Brown Scholar Program web site, www.ronbrown.org
- Premier seating—two tables of 10 guests or Ron Brown Scholars at dinner
- Premium ad placement (one full-page ad—inside cover or back cover, as determined by Program) in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet
- Access to Ron Brown Scholars for recruitment purposes
- An invitation for eight guests to attend the VIP Reception

Platinum Level (\$25,000)

- Company publicly thanked from the podium at the American Journey Awards
- Recognition as a Platinum level sponsor on signage at the event
- Company logo placed on the American Journey Awards printed invitation, which is mailed to 1500+ recipients (sponsorship must be received by February 1, 2012)
- Company name placed on the American Journey Awards page of the Ron Brown Scholar Program web site, www.ronbrown.org
- Premier seating—two tables of 10 guests or Ron Brown Scholars at dinner
- One full-page ad in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet
- An invitation for six guests to attend the VIP Reception

Gold Level (\$15,000)

- Recognition as a Gold Level sponsor on signage at the event
- One table of 10 guests or Ron Brown Scholars at dinner
- One half-page ad in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet
- An invitation for four guests to attend the VIP Reception

Silver Level (\$5,000)

- Recognition as a Silver Level sponsor on signage at the event
- One table of 10 guests or Ron Brown Scholars at dinner
- One quarter-page ad in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet
- An invitation for two guests to attend the VIP Reception

Bronze Level (\$2,500)

- Recognition as a Bronze Level sponsor on signage at the event and in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet
- One table of 10 guests or Ron Brown Scholars at dinner
- An invitation for two guests to attend the VIP Reception

Tribute Video Sponsorship (\$15,000)

- Premier seating for one table of 10 guests or Ron Brown Scholars at dinner
- Recognition on signage at the event and in the tribute video
- One half-page ad in the 2012 Ronald H. Brown *American Journey Awards* Souvenir Booklet

Scholarship Sponsors (\$40,000)

- Gift of one full scholarship provides support for one Ron Brown Scholar during four years of college. Gift may honor any individual you choose and may be paid over four years, if desired
- Diamond level benefits available as preferred by sponsor

Tributes

- Full Page (Vertical, W6" x H9") \$1000
- Half Page (Horizontal, W6" x H4.5") \$ 500
- Quarter Page (Vertical, W2.75 x H4.5") \$ 250

Ron Brown Staff will determine final placement of all ads in the booklet.

Tribute reservations will be accepted until February 1, 2012.

Please send all black and white camera-ready artwork to Anita Karadia at akaradia@ronbrown.org by February 15, 2012.

(Continued on next page)

2012 Ronald H. Brown—American Journey Awards

ORDER FORM

Organization Name _____
Organization Contact Name _____
Address _____
City/State/Zip _____
Telephone _____
Email _____

Sponsorship Opportunities

- Diamond \$50,000
- Platinum \$25,000
- Gold \$15,000
- Silver \$ 5,000
- Bronze \$ 2,500
- Individual Tickets \$ 275
- Scholarship \$40,000

We plan to: bring _____ people donate a table to RBSP

Tribute Video Sponsorship (\$15,000)

Tributes

- Full Page (Vertical W6" x H9") \$1000
- Half Page (Horizontal, W6" x H4.5") \$ 500
- Quarter Page (Vertical, W2.75" x H4.5") \$ 250

We plan to place a tribute to honor:

- Ronald H. Brown
- Anthony M. Pilaro
- Dr. Regina M. Benjamin

PAYMENT METHOD

Check enclosed (payable to Ron Brown Scholar Fund)

Credit Card: AmEx MasterCard VISA Discover

Card Number _____

Exp. Date _____

Cardholder's Name _____

Billing Address _____

Authorizing Signature _____

For Questions:

Ron Brown Scholar Program

1160 Pepsi Place, Suite 206

Charlottesville, VA 22901

434-964-1588 (phone)

434-964-1589 (fax)

Anita Karadia

akaradia@ronbrown.org

Special Note: Please make check payable to the Ron Brown Scholar Fund, or contribute online at www.ronbrown.org. Please designate your gift for American Journey Event.

For a table of 10, the sponsor will receive \$1000 in goods and services. The remainder may be tax deductible. When the sponsor donates a table back to the Ron Brown Scholar Program to fill at its discretion, the entire sponsorship amount becomes 100% tax deductible.