Ron Brown Scholar Program

JAZZ on the Lawn

featuring Roy Ayers & Special Guests

Hosted by: Emmit McHenry & Singleton McAllister
Saturday, September 11, 2010
427 Walker Road, Great Falls, VA

Sponsorship Opportunities

The Ron Brown Scholar Program welcomes the opportunity to partner with your organization for Jazz on the Lawn. Named for the late Secretary of Commerce and inspired by his dedication to public service, the Program was established in 1996 to provide academic scholarships, service opportunities and leadership experiences for young African Americans of outstanding promise. The Program is offering several different levels of sponsorship for our first Jazz Event. Your support, at any level, is greatly appreciated.

Sponsorship Opportunities

By becoming an event sponsor, a company donates at one of four levels and receives the following benefits:

Platinum Level = $50,000

- Recognition as a Platinum-Level sponsor on the sponsorship page of the Ron Brown Scholar Program website with your company's logo
- A link to your company's website from the Ron Brown Scholar Program website
- Special recognition at the opening and closing events—introducing a representative from your company
- Fifteen-event tickets
- Full-page ad (inside cover) in event program
- Marketing material in guest gift bags
- Four tickets to March 2011 American Journey Awards event

Gold Level = $25,000

- Recognition as a Gold-Level sponsor on the sponsorship page of the Ron Brown Scholar Program website with your company's logo
- A link to your company's website from the Ron Brown Scholar Program website
- Special recognition at the opening and closing events
- Ten event tickets
- Full-page ad (inside back cover) in event program and marketing material in guest gift bags
- Two tickets to March 2011 American Journey Awards event.

Silver Level = $15,000

- Recognition as a Silver-Level sponsor on the sponsorship page of the Ron Brown Scholar Program website with your company's logo
- A link to your company's website from the Ron Brown Scholar Program website
- Recognition at the closing event
- Seven-event tickets
- Half-page ad in event program

Bronze Level = $10,000

- Recognition as a Bronze sponsor on the sponsorship page of the Ron Brown Scholar Program website with your company's logo
- A link to your company's website from the Ron Brown Scholar Program website
- Four-event tickets
- Quarter-page ad in event program

In-Kind Sponsor

- **In-kind sponsors** agree to donate goods or services that will be used in promotional bags.

Jazz on the Lawn Souvenir Program Book

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

Ron Brown Staff will determine the placement.

Sponsorship Commitment Form

Organization Name:_____
Contact Person:_____
Street Address:_____
City/State/Zip: _____
Phone: _____
FAX:_____
Email Address:_____

❑ Yes, we would like to serve as a 2010 Ron Brown Scholar Program Jazz Event Sponsor. Our sponsorship level will be:

❑ Platinum Sponsor $50,000
❑ Gold Sponsor $25,000
❑ Silver Sponsor $15,000
❑ Bronze Sponsor $10,000
❑ In-Kind Donation Item(s) .....

Jazz on the Lawn Souvenir Program Book

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

Ron Brown Staff will determine the placement.

❑ Individual Tickets $250 each X _____tickets = $

❑ No, we are unable to serve as a 2010 Ron Brown Scholar Program Jazz Event Sponsor.

Contact:

Ron Brown Scholar Program
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www.ronbrown.org