



Ronald H. Brown American Journey Awards

Honoree Ken Frazier, Chairman and CEO, Merck

Host Gloria Berger, Chief Political Analyst, CNN

Keynote Speaker Karl Racine, Attorney General of the District of Columbia

Friday, March 23, 2018 • 6:30 – 9:30pm • JW Marriott Hotel • 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 2018 Ronald H. Brown American Journey Awards Tribute Booklet, on the Ron Brown Scholar Program website, and through social media platforms.

Sponsorship opportunities & benefits

Scholarship Sponsorship (\$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

Diamond Level Sponsorship (\$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 event signage
- Company logo placed on the American Journey Awards printed invitation, which is mailed to 1500+ recipients (sponsorship must be received by January 5, 2018)
- Company logo (with hyperlink) placed on the home page 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 2018 Ronald H. Brown American Journey Awards Tribute Booklet
- Access to Ron Brown Scholars for recruitment purposes
- An invitation for eight guests to attend the VIP Reception

Platinum Level Sponsorship (\$25,000)

- Company publicly thanked from the podium at the American Journey Awards
- Recognition as a Platinum level sponsor on event signage
- Company logo placed on the American Journey Awards printed invitation, which is mailed to 1500+ recipients (sponsorship must be received by January 5, 2018)
- 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 2018 Ronald H. Brown American Journey Awards Tribute Booklet
- An invitation for six guests to attend the VIP Reception

Gold Level Sponsorship (\$15,000)

- Recognition as a Gold Level sponsor on event signage
- One table of 10 guests or Ron Brown Scholars at dinner
- One full-page ad in the 2018 Ronald H. Brown American Journey Awards Tribute Booklet
- An invitation for four guests to attend the VIP Reception

Silver Level (\$10,000)

- Recognition as a Silver Level sponsor on event signage
- One table of 10 guests or Ron Brown Scholars at dinner
- One full-page ad in the 2018 Ronald H. Brown American Journey Awards Souvenir Booklet
- An invitation for two guests to attend the VIP Reception

Bronze Level (\$5,000)

- Recognition as a Bronze Level sponsor on event signage
- One table of 10 guests or Ron Brown Scholars at dinner
- One half-page ad in the 2018 Ronald H. Brown American Journey Awards Tribute Booklet
- 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 event signage and in the tribute video
- One half-page ad in the 2018 Ronald H. Brown American Journey Awards Tribute Booklet

Individual Tickets (\$350)

Tribute Booklet Ads

FULL PAGE AD\$5,000

Specifications for full page ad with bleed:

Trim size: 9" x 6", Live area: 8.25" x 5.25"

Include 1/8" bleed: 9.25" x 6.25"

Specifications for full page ad with no bleed: 8.25" x 5.25"

HALF PAGE AD.....\$ 2,500

Specifications for half page ad: 4.0625" x 5.25"

Tribute booklet ad reservations and artwork will be accepted until **February 19, 2018**. Please send all color camera-ready artwork to Kim Wendel at kwendel@ronbrown.org. **Ron Brown Staff will determine final placement of all ads in the booklet.**

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Ronald H. Brown American Journey Awards

Sponsorship form

Organization name _____

Organization contact name _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

Sponsorship Opportunities

Scholarship Sponsorship\$40,000

Two tables of 10 and full page tribute booklet ad included*

Diamond Sponsorship\$50,000

Two tables of 10 and full page tribute booklet ad included*

Platinum Sponsorship\$25,000

Two tables of 10 and full page tribute booklet ad included*

Gold Sponsorship\$15,000

One table of 10 and full page tribute booklet ad included*

Silver Sponsorship\$10,000

One table of 10 and full page tribute booklet ad included*

Bronze Sponsorship\$5,000

One table of 10 and half page tribute booklet ad included*

Tribute Video Sponsorship\$15,000

One table of 10 and half page tribute booklet ad included*

*We plan to: bring _____ people **OR** donate our table to the Ron Brown Scholar Program

Individual Tickets\$350

Tribute Booklet Ad

Full page\$5,000

Half page\$2,500

PAYMENT METHOD

You may also contribute online at www.ronbrown.org. Please designate your gift for the American Journey Awards event.

Check enclosed (payable to Ron Brown Scholar Fund)

Make check payable to the Ron Brown Scholar Fund

Credit Card: AmEx MasterCard VISA Discover

Card number _____ Exp. date _____

Cardholder's name _____

Billing address _____ City _____ State _____ Zip _____

Authorizing signature _____

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.

For questions, contact Anita Karadia

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