

## Onslow County Black History Festival Sponsorship Details

Dear Prospective Sponsor,

The time has come to begin planning for the 2024 Onslow County Black History Festival!

Black History Month, also known as African American History Month, grew out of “Negro History Week,” the brainchild of noted historian Dr. Carter G. Woodson and other prominent African Americans. Since 1976, every U.S. president has officially designated the month of February as Black History Month.

The Onslow County Black History Festival is a product of the People’s Coalition. The People’s Coalition is a collection of community leaders, organizations, and residents dedicated to pooling their information and resources together to create unique and modular options to address community issues, needs, and events. The Onslow County Black History Festival is fashioned as a source of “edutainment” a combination of education and entertainment. Its goal is to highlight and educate attendees on the culture, sacrifices, and contributions of African American/Black citizens which helped build our great nation with a particular focus on Onslow County.

At the first event, in 2022, we hosted speakers, entertainers, over 40 vendors, and approximately 300 attendees. In 2023, we added the African American Leadership Summit and hosted approximately 500 attendees at the festival. We wish to make each year bigger, more enjoyable, and more informative. To this end, this year will include an opening ceremony social event the day before the festival.

Your contributions allow us to get closer to those goals.

We are thankful for all who choose to donate their time, money, and resources to support our mission! For those who choose to sponsor our annual events through monetary donations, we proudly offer the following packages with premium benefits to show our appreciation.

- ◆ “Ally” Level - \$300
- ◆ “Activist” Level - \$500
- ◆ “Freedom Fighter” Level \$1000
- ◆ “Brother’s/Sister’s Keeper” Level \$2500
- ◆ “For the Culture” Level \$4000
- ◆ To sign up as a sponsor please visit: [https://bit.ly/ocbhf24\\_sponsor](https://bit.ly/ocbhf24_sponsor)



- ◆ You may also register as a sponsor using this QR Code:

We appreciate your consideration and look forward to hearing from you soon. Should you have any questions, feel free to contact the Onslow County NAACP Branch via email at [onslownaACP@yahoo.com](mailto:onslownaACP@yahoo.com) or the event coordinators by phone at 704.380.7686/910.330.7532.



## Sponsorship Details

- ◆ “Ally” Level - \$300
  - Recognized in list of sponsors that appear in online marketing material
  - Free event T-shirt
  - Includes vendor table
- ◆ “Activist” Level - \$500
  - All aforementioned benefits
  - Individual recognition in event social media promotions
  - Appear on event t-shirts (logo must be submitted by 1 Jan 2024)
- ◆ “Freedom Fighter” Level \$1000
  - All aforementioned benefits
  - Recognition on all printed media
  - Access to all events
  - Personalized flyer recognition
  - Option to address attendees at main event
  - 1/4-page promotional insert in event booklet (as applicable)
  - Recognition on event sponsor banner
- ◆ “Brother’s/Sister’s Keeper” Level \$2500
  - All aforementioned benefits
  - Recognition on all broadcast media
  - Option to address attendees at all events
  - 1/2-page promotional insert in event booklet (as applicable)
- ◆ “For the Culture” Level \$4000
  - All aforementioned benefits
  - Full page promotional insert in event booklet (option of first or last page) (as applicable)
  - Naming Sponsorship - Example: “Sponsored by {Your Company}”

\*Please Note: Only sponsor who have paid and submitted materials in full by December 1, 2023 carry guaranteed inclusion in applicable advertising per sponsor benefits.

