



26th Annual

**CARIBBEAN AMERICAN
HERITAGE AWARDS**

A Celebration of Excellence and Service

Gala

Friday, November 22, 2019

2019 Sponsorship Opportunities

**SMITHSONIAN NATIONAL MUSEUM
OF AFRICAN AMERICAN HISTORY & CULTURE**
14th & Constitution Ave NW, Washington, DC

26TH ANNUAL CARIBBEAN AMERICAN HERITAGE AWARDS

A Celebration of Excellence and Service *Gala*

Join Us!

THE CARIBBEAN AMERICAN HERITAGE AWARDS GALA

The Institute of Caribbean Studies in partnership with Caribbean Heritage Organization is pleased to present the 26th Annual Caribbean American Heritage Awards (CARAH) which began in 1994. The CARAH Gala honors those who have made outstanding contributions to US society, promoted Caribbean culture and interests in the US, as well as to Friends of the Caribbean.

- We rely on the generosity of the community to help the Caribbean American community we serve. Your gift helps us to provide a forum for the private sector, the non-governmental organization community, and others interested in promoting a dialogue on the economic and social development of people of Caribbean heritage.



Sponsoring the Caribbean American Heritage Awards is an excellent opportunity for your organization to support one of the leading Caribbean American organizations in the nation. As a sponsor, your organization will:

- Gain exposure at the Awards Gala before 300 regional and international minority entrepreneurs, senior public officials, politicians, business leaders, minority business advocates, philanthropists, government officials, among others.
- Gain visibility throughout the Caribbean American community nationally and internationally.
- Elevate your company's visibility through our various recognition benefits.
- Become a partner of a leading advocacy and public policy organization.
- Provide the necessary funds to help the various projects and programs organized year round.



FRIDAY, NOVEMBER 22, 2019 FROM 6:30 PM TO 1 AM

CARAH AWARDS DETAILS

- **Event:** Gala Affaire Supper, Museum Exhibit, and CARAH Awards
- **Location:** National Museum of African American History and Culture, Washington, DC
- **Time:** 6:30 PM to 10 PM
- **Attire:** Black Tie Optional

THE AFTER PARTY DETAILS

- **Event:** The Official CARAH After Party
- **Location:** The JW Marriott Hotel, Washington, DC
- **Time:** 10 PM to 1 AM
- **Attire:** Black Tie Optional
- **Attendees:** Business leaders, philanthropists, elected officials, and ambassadors will attend this celebratory evening of viewing iconic art, reception, ceremony, and an after party.



PARTNERING WITH YOU

Sponsoring the Caribbean American Heritage Awards is an excellent opportunity for you to showcase your business and organization before one of the nation's largest gathering of Caribbean American entrepreneurs, elected officials, and community leaders. As a sponsor, your organization will:

- Gain visibility before 300 regional and international minority entrepreneurs, senior public officials, politicians, business leaders, minority business advocates, philanthropists, government officials, among others.
- Become a partner of a leading advocacy and public policy organization.
- Access special benefits that raises your company's visibility in the Caribbean American community.
- Demonstrate support for various projects and programs.

Join us as a partner for the 26th Annual Caribbean American Heritage Awards Gala and prove your leadership in our corporate community.

See you at the celebration!



IMPORTANT SPONSOR DEADLINES

October 4

Invitations (\$10K+)



November 1

Print Advertising (All levels)

November 15

Giveaways

November 15

TV Commercials (\$30K+)



TV PRODUCTION

A TV Special featuring the honorees of the Caribbean American Heritage Awards is produced by CaribNation TV and is aired on the CaribVision Network in 22 Caribbean territories, NY Tristate Area, DC Metropolitan Area, Pennsylvania, Atlanta, and the Canadian Provinces of Ontario and Quebec on December 26.

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SPONSORSHIP LEVELS OVERVIEW

SPONSORSHIP LEVELS	Presenter \$100,000	Benefactor \$50,000	Title \$30,000	Champion \$15,000	Patron \$10,000	Promoter \$7,500	Supporter \$5,000	Sustainer \$2,500	Advocate \$1,500
Pre-Gala Benefits									
Logo Placement									
Invitations*	✓	✓	✓	✓	✓	✓			
Flyers*	✓	✓	✓	✓	✓				
Website banner	✓	✓	✓	✓					
Website sponsor page	✓	✓	✓	✓	✓	✓	✓	✓	✓
Email blast	✓	✓	✓	✓					
Social media mentions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Release	✓	✓	✓	✓					
Event Benefits									
Signage*									
Main Stage	✓	✓							
Gala Affaire Supper	✓								
After Party	✓								
Gift Bags	✓	✓							
Tickets to Gala Affaire VIP Supper	30	20	20	20	10	10	10	4	2
Reserved Awards Seating	30	20	20	20	10	10	10	4	2
Main stage recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speaking Opportunity	✓	✓	✓	✓	✓				
Special Interview	✓	✓	✓						
30-second commercial*			✓						
60-second commercial*	✓	✓							
Advertising*	Inside Cover	Inside Cover	Full Page	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/4 Page
Program recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓
Photo opportunity	✓	✓	✓	✓	✓	✓	✓	✓	✓
Giveaways*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post-Gala Benefits									
Thank you banner	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post press release	✓	✓	✓	✓	✓				
Advertising	Profile	Profile	Profile	Profile	Profile	Profile			

* deadlines apply



SPECIALTY SPONSORSHIP LEVELS OVERVIEW

SPONSORSHIP LEVELS	Gala Affaire VIP Supper \$7,500	Gift Bag \$5,000	Gala Affaire Supper \$3,500	After Party \$2,500
Pre-Gala Benefits				
Logo Placement				
Website sponsor page	✓	✓	✓	✓
Email blast	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓
Event Benefits				
Signage*				
Gala Affaire Supper	✓			
Official CARAH After Party				✓
Gift Bags		✓		
Tickets to Gala Affaire VIP Supper	10	6	4	4
Reserved Awards Seating	10	6	4	4
Main stage recognition	✓	✓	✓	✓
Speaking Opportunity	✓	✓		
Advertising*				
	Full Page	1/2 Page	1/2 Page	1/4 Page
Program recognition	✓	✓	✓	✓
Photo opportunity	✓	✓	✓	✓
Giveaways*	✓	✓	✓	✓
Post-Gala Benefits				
Thank you banner	✓	✓	✓	✓

* deadlines apply

CARAH GALA PROGRAM ADVERTISING

The Institute of Caribbean Studies in partnership with Caribbean Heritage Organization will produce a keepsake CARAH Awards Gala Souvenir Event Program that will contain information about CHO, ICS, its projects and programs and the Honorees. The event program will be distributed to Caribbean American organizations, contributing companies, supporters, embassies, and Gala attendees.

You are invited to purchase an ad in the event program that will create posterity and longevity of your company's support. Rates and advertising deadlines are for print-ready copy only. *Advertising must be received by November 7, 2019.

Advertising Levels Overview*	Size (W x H in inches)	Rate
Inside Cover		
Front	8.5 x 11	\$2,500
Back	8.5 x 11	\$2,500
Full Page		
With bleed	8.5 x 11	\$1,500
No bleed	7.5 x 9.75	\$1,500
Half Page		
Horizontal	6.6 x 4.875	\$750
Vertical	4.1 x 9.75	\$750
Quarter Page	3.19 x 4.875	\$500
Business Card	3.5 x 2	\$250

NOTE: Please keep important elements (logo, text, etc.) at least .25" away from the trim edge.

REPRODUCTION REQUIREMENTS

- Please provide your ad using one of the following formats:
 - PDF (300 dpi), JPEG (JPG) or GIF
- Please include all fonts and images.
- Files should be in color; black and white; or grayscale.
- Please send files by email.
- Please include a hardcopy or PDF proof of your ad.

DISCOUNTS

Nonprofit organizations are entitled to a 10% discount for a print ready ad.

Please complete the enclosed form and return with your payment by November 1, 2019.

Questions? Contact Karema Daley at (202) 638.0460 or email Karema.Daley@icsdc.org.

2019 CARIBBEAN AMERICAN HERITAGE AWARDS SPONSORSHIP COMMITMENT FORM

To secure your sponsor package, complete and forward this application to ICS-CHO. ICS-CHO retains full discretion regarding sponsor application acceptance.

Taxpayer ID number: 45-0553500.

We would like to participate at the following level:

- | | |
|---|---|
| <input type="checkbox"/> \$100,000 Presenter Sponsor | <input type="checkbox"/> \$5,000 Supporter Sponsor |
| <input type="checkbox"/> \$50,000 Benefactor Sponsor | <input type="checkbox"/> \$5,000 Gift Bag Sponsor |
| <input type="checkbox"/> \$30,000 Title Sponsor | <input type="checkbox"/> \$3,500 General Cocktail Reception Sponsor |
| <input type="checkbox"/> \$15,000 Champion Sponsor | <input type="checkbox"/> \$2,500 Sustainer Sponsor |
| <input type="checkbox"/> \$10,000 Patron Sponsor | <input type="checkbox"/> \$2,500 After Hours Party |
| <input type="checkbox"/> \$7,500 Promoter Sponsor | <input type="checkbox"/> \$1,500 Advocate Sponsor |
| <input type="checkbox"/> \$7,500 Chairman's Reception Sponsor | |

We would like to advertise in the event program at the following level:

- | | |
|---|--|
| <input type="checkbox"/> Inside Front Cover \$2,500 | <input type="checkbox"/> Half Page \$750 |
| <input type="checkbox"/> Inside Back Cover \$2,500 | <input type="checkbox"/> Quarter Page \$500 |
| <input type="checkbox"/> Full Page \$1,500 | <input type="checkbox"/> Business Card \$250 |

We would like to donate the following:

- In-kind donation and/or silent auction item. Tax-deductible donation of \$_____.

Item(s) _____ Value \$_____

Donations of \$200 or more will receive recognition in our event program.

Please list us in printed materials as: _____

Name: _____

Company: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Email _____

Website _____

PAYMENT OPTIONS

Enclosed is a check (made payable to Caribbean Heritage Organization) for payment in full.

Please charge my credit card: Visa MasterCard Discover American Express

Card Number: _____

Exp. Date: _____ Exp. Date: _____ CVC: _____

Signature: _____

Please invoice me and I will remit payment by **November 1, 2019.**

Please email this form along with your high resolution logo in color to Karema Daley at:

Karema.Daley@icsdc.org



INSTITUTE OF CARIBBEAN STUDIES
1629 K Street NW, Suite 300
Washington, DC 20006
Questions? Call Karema at 202-638-0460

THANK YOU FOR YOUR SUPPORT!!



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<http://icsdc.org>

<http://caribbeanheritageawards.org>