



2020 GALA
SPONSORSHIP PACKAGE



Saturday, February 1, 2020 · 7 p.m. | 1921 W. Gate City Boulevard · Greensboro, NC 27403



INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

October 15, 2019

Dear Museum Supporter,

The International Civil Rights Center & Museum invites you to join us on **Saturday, February 1, 2020**, for our **Annual Gala** when we will celebrate national and local activists who have made significant contributions to advancing human and civil rights. The Gala will be held at the Special Events Center in the Greensboro Coliseum Complex. Doors will open at 6:30 p.m., with the program beginning at 7 p.m.

We will mark the milestone 60th Anniversary of America's most recognized lunch-counter sit-in protests against segregated public eating establishments in the South. This event will also celebrate the 10th Anniversary of the Museum's opening.

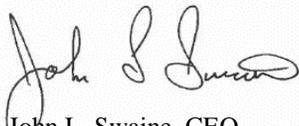
The Museum has invited **Barack Obama**, 44th President of the United States, to be honored with the *Alston/Jones International Civil and Human Rights Award*. The **Rev. Al Sharpton** will be honored for his continued work on behalf of civil rights and human equality with the *Lifetime Achievement Award*. Famed actor and activist **Danny Glover** is invited to receive the *ICRCM Trailblazer Award*. We will honor **Clayola Brown**, union leader and labor activist as our *Unsung Hero*; and the **Rev. Dr. Cardes H. Brown Jr.** with the *Lifetime Community Service Award*. In addition, we will formally announce **Dr. Linda B. Brown and Emma Washington** as the 2020 *Sit-In Participant Award* honorees, for their involvement in the F.W. Woolworth 1960 lunch counter integration.

Enclosed is information detailing the 2020 honorees, along with available sponsorship levels; please complete and return the order form so that you may select your table soon. If you require reservation assistance, please contact La' Tonya Wiley at (336) 274-9199 (ext.230), or at gala@sitinmovement.org.

This event also allows corporations to provide sponsorship for a College Student Table. Please feel free to distribute the tickets to college students of your choice; alternatively, the Museum can make them available on your behalf to college students that we select. Your corporate name will be displayed on each table sponsored.

Please contact us today to participate in our Gala. We look forward to seeing you there!

Sincerely,



John L. Swaine, CEO

Enclosure (1)

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

2020 Fundraising Gala Award Recipients

ALSTON/JONES INTERNATIONAL CIVIL AND HUMAN RIGHTS AWARD

Invited Honoree



President Barack H. Obama

President Barack H. Obama. After completing college with the help of scholarships and student loans, Obama moved to Chicago, where he worked with a group of churches to help rebuild communities devastated by the closure of local steel plants. That experience honed his belief in the power of uniting ordinary people around a politics of purpose, through the dedicated actions of citizenship, to bring about positive change. In law school, he became the first African-American president of the *Harvard Law Review*. Then he returned to Illinois to teach constitutional law at the University of Chicago and begin a career in public service, later winning seats in the Illinois State Senate and the United States Senate.

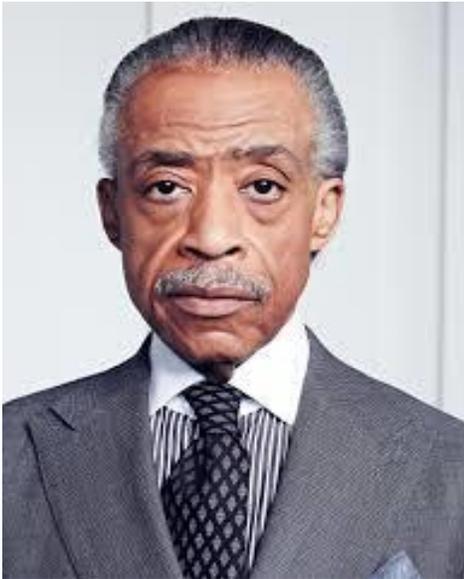
On November 4, 2008, Obama was elected the 44th President of the United States, winning more votes than any candidate in American history. He took office at a moment of crisis unlike any America had seen in decades — a nation at war, a planet in peril, the American Dream itself threatened by the worst economic calamity since the Great Depression. Still, despite all manner of political obstruction, Obama’s leadership helped rescue the economy, revitalize the American auto industry, reform the health care system to cover another 20 million Americans, and put the country on a firm course to a clean energy future – all while overseeing the longest stretch of job creation in the nation’s history. On the world stage, Obama’s belief in America’s indispensable leadership and strong, principled diplomacy helped wind down wars in Iraq and Afghanistan, decimate al Qaeda, and eliminate the world’s most-wanted terrorists, shut down Iran’s nuclear weapons program, open up a new chapter with the people of Cuba, and unite humanity in coordinated action to combat a changing climate.

Barack Obama and his wife, Michelle, are the proud parents of two daughters, Malia and Sasha.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

LIFETIME ACHIEVEMENT AWARD

Rev. Al Sharpton. As one of the nation's most renowned civil rights leaders, Rev. Sharpton is the founder and President of the National Action Network, a not-for-profit civil rights organization based in Harlem, New York, with over 47 Chapters nationwide.



Rev. Al Sharpton

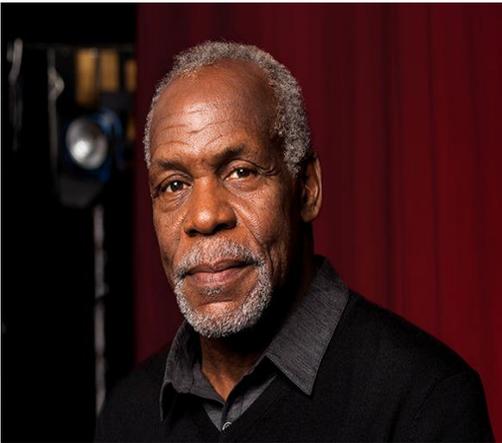
Early in his career, Rev. Sharpton set out to stoke the fire of the civil rights movement as “the voice of the downtrodden,” leading marches and rallies to call public and media attention to racial injustice. Rev. Sharpton’s direct action movements have been credited with inspiring laws against racial profiling, and he has influenced police department reform across the nation, while working to end police misconduct. Recent cases where he has been at the forefront include the Jena Six Case, the Sean Bell Case, the Omar Edwards Case, and the Troy Davis Case. A champion for human rights, Rev. Sharpton is passionate about confronting human rights violations. One of his career highlights has been contributing to the end of the United States Navy exercises in Vieques, Puerto Rico, which proved to be poisoning the environment on the island.

Rev. Sharpton says his religious convictions are the basis for his life. On most Sundays, he preaches to congregations across the nation.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

TRAILBLAZER AWARD

Invited Honoree



Mr. Danny Glover

Danny Glover. This prominent actor attended San Francisco State University in the late 1960s, where he played a role in the 1968 student strike, which led to the creation of the first ethnic studies department in the country. Glover has been noted for his roles in “The Color Purple,” and the popular “Lethal Weapon” series (1987, 1989, 1992, and 1998). In 1994, Glover co-founded the Robey Theatre Company, a Los Angeles-based non-profit with the mission of developing new plays about the Black American experience. In 2005, Glover co-founded Louverture Films, a company expressly dedicated to production of socially conscious films from around the world.

Danny Glover has a long history with the NAACP. In fact, his parents, who were postal workers and raised him in San Francisco, were active members of their local chapter. He has carried on and expanded his parents' work, spending decades involved with community and labor activism, advocating for economic justice and education, in particular. As a labor advocate, Glover has lent his voice and aid to the American Postal Workers Union, United Auto Workers, and Service Employees International Union, among many other causes. A noted humanitarian, Glover served as a Goodwill Ambassador for the United Nations Development Program from 1998-2004, during which time he focused on issues of poverty, disease, and economic development in Africa, Latin America, and the Caribbean. He was also a UNICEF Ambassador. Glover stood against apartheid as an activist and through his profession committing himself to performing in and producing socially conscious films and documentaries that bring societal, humanitarian and civil issues to the big screen.

Glover lives in San Francisco with his wife Stanford University professor, Eliane Cavalleiro and has one daughter, Mandisa Glover.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

UNSUNG HERO AWARD



Ms. Clayola Brown

Clayola Brown. In 2004, Brown became the first female president of the A. Philip Randolph Institute, the oldest constituency group of the American Federation of Labor-Congress of Industrial Organizations (AFL-CIO), which has promoted racial equality and economic justice since its founding in 1965. Brown succeeded iconic labor and civil rights leaders Randolph and Bayard Rustin. She has skillfully led the organization into the 21st century. Her lifelong commitment to labor activism began when she was a teenager in the early 1960s, in her hometown of Charleston, South Carolina. She and her mother were part of a successful effort to organize the Manhattan Shirt Factory in Charleston. Around that time, there was a huge influx of northern manufacturing companies relocating to the South to take advantage of the low unionization rate in the region. In the 1970s, Brown played a role in organizing employees of textile giant J.P. Stevens & Co.; after a 17-year struggle, in 1980 more than 3,000 workers won a contract through the newly formed Amalgamated Clothing and Textile Workers Union. Brown eventually became education director for the union and played a pivotal role in helping its 500,000 members negotiate better contracts. In 1995, the union merged with the International Ladies' Garment Workers' Union and formed the Union of Needletrades, Industrial and Textile Employees (UNITE). Brown served on the AFL-CIO Executive Council from 1995 to 2005. Brown's story highlights a commitment to making room for the next generation of black trade unionists, a passion birthed in her own experience of being nurtured and mentored by her mother and other black women in the labor movement, as well as by white union brothers and sisters. Brown graduated from Florida A&M University in Tallahassee, Florida. She has done postgraduate work at American University, Queens College, and York University in New York City.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

LIFETIME COMMUNITY SERVICE AWARD

Rev. Dr. Cardes H. Brown, Jr. A native of Rocky Mount, North Carolina, Rev. Brown accepted the calling to preach the gospel of Jesus Christ at nineteen years of age during his sophomore year at North Carolina A&T State University.

For more than 50 years, Pastor Brown has devoted himself to pastoral ministry. He has been privileged to serve as Pastor at various churches across North Carolina. In Greensboro, he has served as Pastor of the New Light Missionary Baptist Church in Greensboro for more than for 43 years.

Dr. Brown received his Graduate of Theology degree and Bachelor of Arts degree from the Greensboro Bible College, Master of Divinity degree from Shaw Divinity School in Raleigh, a Doctor of Ministry/Worship Studies from Eastern Carolina Christian College in Roanoke Rapids, an Honorary Doctor of Humane Letters from Apex School of Theology in Durham, and an Honorary Doctor of Divinity degree from the South Eastern University in Greenville, South Carolina.

Dr. Brown has been honored by many organizations, and he has served on numerous committees, commissions, and boards. He is the current President of the Greensboro Branch of the NAACP, and he is the the State NAACP Religious Chairperson. He is a member of the Kappa Alpha Psi Fraternity Incorporated. He is also a member of the distinguished Morehouse College Martin Luther King, Jr. Board of Preachers. He and his wife, Diane Pierce Brown, are have four children and six grandchildren.



Rev. Dr. Cardes H. Brown, Jr.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

SIT-IN PARTICIPANT AWARD



Dr. Linda B. Brown

Linda Beatrice Brown is the retired Willa B. Player Professor of African American Literature and the Humanities at Bennett College. She is the author of seven published books, three novels, numerous poems, and essays. Her two books of non-fiction are about Bennett College and the sit-ins. Her book *Belles of Liberty*, grew out of her life-long decision to speak out for justice and to teach subjects that would further the cause of racial liberation. She is a frequent lecturer on topics related to social justice.

Dr. Brown took part in the Greensboro Sit-Ins along with her Bennett classmates, and *Belles of Liberty* tells the story of the participation of the Bennett women and their contributions to the Movement that lasted from 1960 until 1964. Linda is an experienced spiritual student and teacher, and her latest publications are two volumes of poetry and a CD focused on Mary, the mother of Jesus, entitled *A Mother Knows her Child*, and *Something of His Mother to Remember*.

Other works include: *Living on: The Divine Feminine; Writing as a Spiritual Discipline*; and *The Effect of Patriarchy on our Spiritual Growth*, and *Racial Justice and the Spiritual Journey. Black Angels*, her novel about three children in the Civil War, was the “Okra Pick” for the 2009 Annual Conference of South Carolina Independent Booksellers, and it was named one of the best books of 2009 by the Chicago Public Libraries.



Mrs. Emma Washington

Emma Washington is a native of Concord, North Carolina, and a Bennett Belle. When the College president, Dr. Willa B. Player opened Bennett’s doors to Dr. Martin Luther King, Jr. to deliver a speech in 1958, Washington was inspired to become a part of the larger Civil Rights Movement. When the Sit-In Movement was launched in 1960, Washington signed on to participate.

Armed with a degree in mathematics and biology from Bennett, Emma would go on to have a 26-year career as an educator in the Mecklenburg County School System. She would later earn a Master’s degree in Biology and Mathematics from the University of Chicago and teach at St. Augustine College (now University). Throughout her career, Washington has drawn lessons from the experience of her participation in the Sit-In Movement and in other civil rights activism to aid her not only in teaching math and science curriculum, but also tolerance for survival.



International Civil Rights Center & Museum 2020 GALA Sponsorship Opportunities

BENEFIT PACKAGES:

Gala Dinner — Saturday, February 1, 2020, 7 p.m.

Greensboro Coliseum, North Carolina

A Changed World (\$50,000)

- ***Private Reception with Honorees***
- Deliver Opening Greetings at the Dinner
- Two *Premier Level Tables* (18 seats), with one of the two remaining A&T Four and a guest seated at table
- Prominent Full Page Ad in Gala Souvenir Booklet, Title Sponsor (choice of location)
- Name included on all promotional materials during the year
- Name and Logo placement on ICRCM's New Website for one year (2020)
- Company name on table (s) and Video Scroll during the event, Pop-Up Banner (provided by the sponsor) at both the Reception and the Dinner
- Sponsorship of 500 Student Admissions for the "Building a Better America" tours.
- Four VIP Private Tour Passes, admits 25 guests per tour during 2020
- Eight Gala VIP Reception Tickets
- 2020 Museum monthly programming underwriting

The Quest for Justice (\$25,000)

- ***Private Reception with Honorees***
- Two *Premier Tables* (20 seats), choice of hosting one of the A&T Four Family Tables
 1. Blair/Khazan/McCain Family Table Sponsor
 2. McNeil/Richmond Family Table Sponsor
- Six Gala VIP Reception Tickets
- One free Front Lobby Rental during 2020
- Full page Ad in the Event Program booklet (Inside Back Cover) or (inside Front Cover)
- Logo placement on ICRCM's New Website for one year (2020)
- Company name and Logo on table(s) and Video Scroll
- Two VIP Private Tour Passes, admits 25 guests per tour during 2020
- Sponsorship of 250 Student Admissions for "Building a Better America"

The Lunch Counter (\$10,000)

- One *Premier Table* (10 seats)
- Four Gala VIP Reception Tickets
- Full page Ad in the Event Program booklet
- Logo placement on ICRCM's New Website for one year (2020)
- Company name on table and Logo on Video Scroll, during the event
- Two VIP Private Group Passes, admits up to 25 guests per tour during 2020
- Sponsorship of 125 Student Admissions for a "Building a Better America" tour.
- 2020 Museum monthly programming underwriting with Logo

Beyond the Barriers (\$5,000)

- One Reserved Table (10 seats)
- Two Gala VIP Reception Tickets
- Full page Ad placed in Event Program booklet
- Name and Logo placement on ICRCM's New Website for one year (2020)
- Company name on table and Video Scroll, during the event
- One VIP Private Group Passes, admits up to 25 guests per tour group during 2020
- Sponsorship of 50 Student Admissions passes for a "Building a Better America" tour

The Freedom Supporter (\$2,500)

- One Reserved Table (10 seats)
- One-half -page Ad placed in Event Program booklet
- Company name placed on ICRCM's New Website for one year (2020)
- Company name on table and Video Scroll, during the event
- One VIP Private Group Pass, admits up to 25 guests for a tour during 2020

The Walk of Courage (\$1,500)

- One Reserved Table (10 seats)
- Company name on table and Video Scroll, during the event
- One VIP Private Group Pass, admits up to 25 guests for a tour during 2020

College Student Table (\$1,000)

- One Reserved Table (10 Student Seats)
- Company name on the Table

INDIVIDUAL TICKET (\$150)



2020 Annual Fundraising Gala Sponsorship Order Form

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser. It provides essential financial support to achieve the ultimate goal of education about civil rights, human dignity, and social justice on behalf of building a better future. Your generous support will help us in our ongoing quest to fulfill these goals.

Organization Name: _____

Business Category: _____

Contact Person Name: _____ Title: _____

Mailing Street Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Please indicate selection with a check mark (✓):

- A Changed World Sponsor..... \$50,000
- The Quest for Justice Sponsor..... \$25,000
- The Lunch Counter Sponsor..... \$10,000
- Beyond the Barriers Sponsor..... \$5,000
- The Freedom Supporter Sponsor..... \$2,500
- The Walk of Courage Sponsor..... \$1,500
- Student Table..... \$1,000

Please refer all Gala orders and inquires to gala@sitinmovement.org

Name: _____

Email Address: _____

Phone: _____

Sponsorship Advertisement for 2020 Gala Souvenir Booklet

- | | | |
|--------------------------|-----------------------|----------|
| <input type="checkbox"/> | Full Page Sponsor | \$400.00 |
| <input type="checkbox"/> | Half Page Sponsor | \$250.00 |
| <input type="checkbox"/> | Quarter Page Sponsor | \$175.00 |
| <input type="checkbox"/> | Business Card Sponsor | \$100.00 |
| <input type="checkbox"/> | Patron Sponsor | \$50.00 |

_____ **YES**, I would like to *run the same ad as last year*.

_____ **YES**, I would like to *run ad as indicated above*.

***Measurements based on standard paper size measurement (8.5x11.0 inches; 300 DPI and 72 DPI respectively; 2480 pixels x 3508 pixels; please allow .125-inch bleed on all sides).**

Payment Options: (Please fax this completed form to 336-274-6244 or scan to lwiley@sitinmovement.org)

() Invoice Me

() Check Payable to: International Civil Rights Center & Museum (ICRCM),
134 South Elm Street, Greensboro, NC 27401

() Credit Card: ___ Visa ___ MasterCard ___ Discover ___ American Express

Card # _____ Expiration Date _____

CVV Code _____

Signature _____ Date _____

Name as appears on Card _____

Billing Address if different from Mailing Address

You may choose to mail your payment and camera-ready art to the International Civil Rights Center & Museum, 134 South Elm Street, Greensboro, NC 27401; **ATTN: GALA; or you may email your camera-ready art to gala@sitinmovement.org**