



THE AFRICA-AMERICA INSTITUTE
Educating People | Connecting Worlds

SPONSOR MENU

**FUTURE
VOICES**

**AAI'S 36TH ANNUAL
VIRTUAL AWARDS GALA**

Tuesday, Sept. 22, 2020
Streaming 1pm ET/5pm GMT
6 pm ET/10 pm GMT



ABOUT AAI

The Africa-America Institute (AAI) is the flagship U.S. organization connecting Africa to America. Since its founding in 1953, over 23,000 Africans have received scholarships and fellowships from the Africa-America Institute. These Africans are now an esteemed network of alumni, many of whom are leaders and influencers across public, private and governmental sectors in Africa and globally. Included in this network are current Heads of State, H.E. Hage Geingob, President of Republic of Namibia; H.E. Alassane Ouattara, President of the Republic of Côte d'Ivoire; H.E. Mahamadou Issoufou, President of the Republic of Niger, and H.E. Cyril Ramaphosa, President of the Republic of South Africa. Many of AAI's Alumni have left an indelible imprint, including the late 2004 Nobel Peace Prize Laureate, Wangari Mathai and the late Barack Obama, Sr.

36TH ANNUAL VIRTUAL AWARDS GALA

Since 1984, the AAI Annual Awards Gala has been the most anticipated African-centered event in New York City. Held annually during the United Nations General Assembly, the AAI Gala convenes dignitaries — Heads of State, Diplomats, U.S. and international government officials — philanthropists, business leaders, journalists, scholars, and other prominent figures for a night highlighting African success and enlightened engagement between Africa and America.

In 2020, AAI is excited to take our Awards Gala digital, for the first time hosting the awards ceremony online and streaming the ceremony to our over 23,000 alumni, partners and supporters across the globe. AAI once again looks forward to presenting the National Achievement Award (accepted by the President of the honoree country) and the Distinguished Alumni Award, amongst other awards honoring individuals in the Arts, Technology and Business.



LEADERSHIP SPONSOR \$75,000

- Featured Full length advertisement /CSR/brand video (Not to exceed 3 minutes).
- Honoree Introduction of choice.
- Prominent Logo placement for Host Emcee backdrop.
- Prominent Listing in the Digital Gala Program.
- Full Page Ad in the Digital Program Inside Front Cover or Opposite Page.
- Prominent placement on the AAI website and across digital media.
- Logo rotation during, pre, and post gala screening.
- Recognition in the evenings remarks by the Emcee/host.
- Prominent Logo placement on the streaming website.
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- AAI gift listed in AAI's Annual Report.
- Press release associated with the gift.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section.

HIGHER EDUCATION SPONSOR \$50,000

- 30 second advertisement/brand video at the start of the program.
- Honoree Introduction
- Prominent Listing in the Digital Gala Program.
- Full Page Ad in the Digital program - Inside back cover.
- Logo placement for Host/Emcee backdrop.
- Prominent Logo placement on the AAI website and across digital media.
- Logo rotation during, pre, and post Gala screening.
- Prominent Logo placement on the streaming website.
- Recognition during evenings remarks by Emcee/host.
- Gift listed in AAI's annual report.
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section.



**CATALYST
SPONSOR
\$25,000**

- 30 second advertisement/brand video to close out the program.
- Prominent Listing in the Gala Program.
- Prominent Full Page Ad in the Digital Program.
- Logo placement for Host/Emcee backdrop.
- Logo placement on AAI website and across digital media.
- Logo rotation during Gala screening.
- Logo on streaming website.
- Recognition during evenings remarks by Emcee/host.
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section.

**INNOVATION
SPONSOR
\$15,000**

- 15 second advertisement/brand video.
- Half Page Ad in the Gala Program.
- Logo on AAI website and across digital media.
- Logo rotation during, pre, and post Gala screening.
- Prominent Logo placement on the streaming website.
- Recognition during evenings remarks by Emcee/host.
- Gift list in AAI's Annual Report.
- Receive VIP invitations to select AAI events in the U.S. and across Africa, both in person and digital.
- Profile on donor and gift listed in the AAI e-newsletter as part of a Featured Donor section.



**CHAMPION
SPONSOR
\$10,000**

- Half page advertisement in the Gala program.
- Logo on AAI website and across digital media.
- Logo rotation during, pre, and post Gala screening.
- Prominent Logo placement on the streaming website.
- Donor or company name posted on AAI's website.
- Gift listed in AAI's annual Report.

**SCHOLARS
SPONSOR
\$5,000**

- Quarter page advertisement in the Gala program.
- Logo on AAI website and across digital media.
- Logo rotation during, pre, and post Gala screening.
- Logo placement on the streaming website.
- Company/personal name on streaming website.
- Gift listed in AAI's Annual Report.



**FRIEND OF AAI
DONATION
\$1,000**

- Personal/Company Name on AAI website and streaming site.

**DIGITAL PROGRAM
ADVERTISEMENT**

- Full Page - \$1,000
- Half Page - \$500

**CUSTOM
DONATION
SPONSORSHIP**

- Please contact Jourden Warren at jwarren@aaionline.org.

**ON SCREEN
ADVERTISEMENT
LOGO ROTATION**

- Full Screen - \$1,000
- Logo in Rotation - \$500



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THE AFRICA – AMERICA INSTITUTE

To execute a sponsorship or donation visit: www.aaionline.org/gala

Please make checks, corporate matches or other gifts payable to:
The Africa-America Institute | 60 East 42nd Street,
Suite 1700, New York, NY 10165-6222

For sponsorship and donations by wire
please contact Jourden Warren
for additional information:
jwarren@aaionline.org
Tel: 1 + 646 645 7286

All gifts are fully tax deductible to the extent allowed by U.S. law

CONTACT

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