



RON BROWN
SCHOLAR PROGRAM

13TH ANNUAL RONALD H. BROWN AMERICAN JOURNEY AWARDS

Friday, March 22, 2024 ♦ 6:30 – 9:30pm ♦ The Ritz-Carlton, Washington, D.C.

All proceeds from the event go directly towards providing scholarship and mentoring support to Ron Brown Scholars.

Sponsors will be recognized in the 2024 American Journey Awards Tribute Booklet, on the Ron Brown Scholar Program website, and through social media platforms.

2024 SPONSORSHIP OPPORTUNITIES & BENEFITS

2024 AJA Event & Scholarship Sponsor (\$200,000)

- Fully supports scholarships for two Ron Brown Scholars during four years of college with naming opportunities as well as mentoring and internship opportunities
- Recognition as 2024 American Journey Awards Event sponsor on event signage and in tribute video
- Exclusive brand presence at the VIP Reception and opportunity for Meet and Greet with VIP guests
- Platinum level benefits available as below

Scholarship Sponsor (\$100,000)

- Fully supports scholarships for two Ron Brown Scholars during four years of college with naming opportunities as well as mentoring and internship opportunities
- Recognition as Scholarship sponsor on event signage and promotional materials
- Platinum level benefits available as below

Platinum 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 Platinum Level sponsor on event signage
- 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 2024 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

Diamond Level Sponsorship (\$25,000)

- Company publicly thanked from the podium at the American Journey Awards
- Recognition as a Diamond level sponsor on event signage
- 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 2024 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 2024 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 2024 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 2024 Ronald H. Brown American Journey Awards Tribute Booklet

Individual Tickets (\$500)

Tribute Booklet Ad

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 16, 2024**. Please send all color camera-ready artwork to Anita Karadia at akaradia@ronbrown.org. **Ron Brown Staff will determine final placement of all ads in the booklet.**

(Continued on next page)

13TH ANNUAL RONALD H. BROWN AMERICAN JOURNEY AWARDS

SPONSORSHIP FORM

Organization Name _____

Organization Contact Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

SPONSORSHIP OPPORTUNITIES

2024 AJA Event & Scholarship Sponsorship..... \$200,000

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

Scholarship Sponsorship..... \$100,000

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

Platinum Sponsorship..... \$50,000

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

Diamond 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*

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

Individual Tickets..... \$500

Half page Tribute Booklet Ad..... \$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)

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 \$1,000 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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