

SAN JOSE BLACK HISTORY MUSEUM
SILICON VALLEY

***2nd Annual
Black Legend Awards
Silicon Valley***

Sponsorship

January 22, 2017

SAN JOSE BLACK HISTORY MUSEUM

SILICON VALLEY

To: Future Supporter,

We need your support to establish the San Jose Black History Museum – Silicon Valley (SJBHM/SV).

There is a dream of creating a museum to honor the contribution of the African American in the Silicon Valley and the United State of American. The African American want to share their story, their journey in America, their history. The San Jose Black History Museum – Silicon Valley will bring that dream forward. If the African American doesn't tell their story of life in this Silicon Valley, who will? If the African American doesn't tell their story of life in America who will?

We are reaching out to you to support this dream. The African American is an intergraded part of the fiber, soil and the culture of the Silicon Valley. The Black Pioneers of the Silicon Valley left footprints in technology, the community and in city government. The Museum will be (a one-of-a kind educational institution for use by our culturally-diverse community) would welcome all ethnicities. It will house six permanent displays which would take people on a journey through history from Africa and the plight of Africans, to the United States and The Americas.

The theme for this journey is "Sankofa!" Sankofa, a Ghanaian word that means respecting tradition "looking back, while moving forward, is the perfect example of the bridge that African Americans have crossed" "remembering the past, yet not living in it, while teaching and reaching for ever-brighter future".

Three of the oldest non-profit organizations, Joyner/Payne Youth Services Agency, Inc., Silicon Valley Black Chamber of Commerce, Inc. and African American Community Service Agency, Inc. have joined forces in a collaborative effort to establish the San Jose Black History Museum – Silicon Valley in San Jose by the year 2020.

You can be part of history, you can make a different, you can be a change agent for our community. Your support of establishing the San Jose Black History Museum – Silicon Valley will help the honoring the Black Pioneers of the Silicon Valley. One of the six exhibits at the museum will be the **Black Legends Hall of Fame - Silicon Valley**. Where the history and accomplishment of these black pioneers will be on display to educate the African American youth and others on the contribution of the African American in the Silicon Valley.

One of our fundraising activity is **the "Black Legend Awards"**. This is a ceremony where selected black pioneers are honored by being inducted into the Black Legends Hall of Fame. This is a outstanding event were the entire community is invited to share in the acknowledgement and induction Ceremony. The first Black Legend Awards Ceremony was held at the San Jose Convention in 2015. The second annual will be held on Saturday, February 25, 2017, during Black History Month. The proceeds raised will go toward the establishment of the San Jose Black History Museum - Silicon Valley.

Our overall goal is to raise \$5,000,000 by the year 2020. For the 2017 fundraising campaign our objective is to raise \$150,000 to develop to create the infrastructure for the museum. You can help us to reach this objective by becoming a "Friend of The Museum" sponsor. We have several different sponsorship packages for you to choose from. Please review the sponsorship opportunities and make your selection.

One of the foundation brick of the museum is to educate youth on the accomplishment of the African American. Please consider being a **"Millennial Partner"**. With your sponsorship, we can bring college and high school students to the Black Legend Awards. They can meet these outstanding African American in person. They can ask questions; they can learn directly. They can listen to the story of the past as they move forward into the future.

Thanks for your support

Aaron K. Hicks Jr,
Black Legend Awards – Silicon Valley, Chairman/Project Manager

HONORING THE BLACK PIONEERS OF SILICON VALLEY
Project of Joyner/Payne Youth Services Agency, Inc.

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FRIENDS OF THE MUSEUM

<p style="text-align: center;">Friends of the Museum <u>Co-Event Sponsor: \$150,000</u></p> <p>Co-Event Sponsor will receive:</p> <ul style="list-style-type: none"> • 20 Seats in the "Friends of the Museum" Section for the sponsor's employees, Friends and family; or the seats can be donated to senior citizens or youth in the community • 20 Souvenir Booklets • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Back Cover Ad in Souvenir Booklet (If available) • Recognition as a Co-Event Sponsor in Souvenir Booklet 	<p style="text-align: center;">Friends of The Museum <u>Partner Sponsor: \$100,000</u></p> <p>Partner Sponsor will receive:</p> <ul style="list-style-type: none"> • 15 Seats in the "Friends of the Museum" Section for the sponsor's employees, friends and family; or the seats can be donated to Black senior citizens or youth in the community • 15 Souvenir Booklets • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Inside Front Cover Ad in Souvenir Booklet (If available) • Recognition as a Partner Sponsor in Souvenir Booklet
<p>Friends of the Museum <u>S.T.E.M. Sponsor: \$50,000</u> <u>S.T.E.M. = Science, Technology, Engineering and Mathematics</u></p> <p>S.T.E.M. Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the "Friends of the Museum" Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Inside Back Cover in Souvenir Booklet (If Available) • Recognition as a S.T.E.M. Sponsor in Souvenir Booklet 	

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BLACK LEGEND AWARDS BUSINESS PARTNER

<p style="text-align: center;">Business Partner Platinum Sponsor: \$25,000</p> <p>Platinum Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor’s employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Center Full-Page Ad in Souvenir Booklet (If Available) • Recognition as a Platinum Sponsor in Souvenir Booklet 	<p style="text-align: center;">Business Partner Gold Sponsor: \$15,000</p> <p>Gold Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Full-Page Ad in Souvenir Booklet • Recognition as a Gold Sponsor in Souvenir Booklet
<p style="text-align: center;">Business Partner Silver Sponsor: \$10,000</p> <p>Silver Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor’s employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Half-Page Ad in Souvenir Book • Recognition as a Silver Sponsor in Souvenir Booklet 	<p style="text-align: center;">Business Partner Bronze Sponsor: \$5,000</p> <p>Bronze Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Quarter-Page Ad in Souvenir Booklet • Recognition as a Bronze Sponsor in Souvenir Booklet

Non-Profit 501©3 Organization Sponsorship

<p>The Village Non-Profit Organization Sponsorship: \$2,000</p> <p>Non-Profit Organization will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Non-Profit Section • 10 Souvenir Booklets • Quarter-Page Ad in Souvenir Booklet • Recognition as a Non-Profit Organization in the Souvenir Booklet

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MILLENNIAL PARTNER

<p style="text-align: center;">Millennial Partner Fifty (50) Student Sponsor: \$3,750</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • 2 Seats in the Business Partner Section • 2 Souvenir Booklets • Name of the Students • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Quarter-Page Ad in Souvenir Booklet • Recognition as a Millennial Sponsor in Souvenir Booklet 	<p style="text-align: center;">Millennial Partner Twenty (25) Student Sponsor: \$1,875</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • 1 Seat in the Business Partner Section • 1 Souvenir Booklet • Name of the Students • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Quarter-Page Ad in Souvenir Booklet • Recognition as a Millennial Sponsor in Souvenir Booklet
<p style="text-align: center;">Millennial Partner Five (5) Student Sponsor: \$375</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • Name of the Students • Acknowledged in all Media Marketing • Recognition as a Millennial Sponsor in Souvenir Booklet 	<p style="text-align: center;">Millennial Partner One (1) Student Sponsor: \$75</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • Name of the Student • Recognition as a Millennial Sponsor in Souvenir Booklet
<p>Millennial Sponsor Student will receive:</p> <ul style="list-style-type: none"> • 1 Ticket to attend the Black Legend Awards Ceremony • 1 Souvenir Booklet 	

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SPONSORSHIP APPLICATION

COMPANY NAME:			
POINT OF CONTACT:			
INDIVIDUAL NAME:			
STREET ADDRESS:			
CITY, STATE & ZIP			
PHONE:		EMAIL ADDRESS:	
SIGNATURE:			

SPONSORSHIP OPPORTUNITIES

I am interested in the following:

FRIENDS OF THE MUSEUM:

- _____ Co-Event Sponsor: \$150,000
- _____ Partner Sponsor: \$100,000
- _____ S.T.E.M. Sponsor: \$50,000

BLACK LEGEND AWARDS BUSINESS PARTNER:

- _____ Platinum Sponsor: \$25,000
- _____ Gold Sponsor: \$15,000
- _____ Silver Sponsor: \$10,000
- _____ Bronze Sponsor: \$5,000

THE VILLAGE:

- _____ Non-Profit / 501©3 Organization: \$2,000

MILLENNIAL PARTNER (Student Sponsorship):

- _____ 50 Students - \$3,750
- _____ 25 Students - \$1,8750
- _____ 5 Students - \$375
- _____ 1 Student - \$75

Payment on-line: Please go to our website @ blacklegendawards.org select Support Us, select Sponsorship.

Payment by check etc.: Please complete the information below:

Enclosed Amount: \$ _____ [] CHECK [] MONEY ORDER [] CASHIER'S CHECK [] Credit Card:

TYPE OF CARD: _____ NAME ON CARD: _____

CARD NUMBER _____ EXP. DATE (MM/YY) _____ SECURITY CODE: _____

Make Check Payable to: **Black Legend Awards – Silicon Valley**

Mail Sponsorship Application and Payment to:

Black Legend Awards, 304 N. 6th Street, San Jose, CA 95112, Office Number: (408) 320-2111

Attn: Hewitt Joyner, Finance Chair

NOTE: Email Copy of Your Sponsorship Application to: finance@blacklegendawards.org

HONORING THE BLACK PIONEERS OF SILICON VALLEY

Project of Joyner/Payne Youth Services Agency, Inc.