



SPONSORSHIP PACKAGE

Friday, July 8, 2011 at 8:00pm
Chase Center on the Riverfront
Wilmington, Delaware

www.LiberianAwards.com



“More Than One in Five People in the U.S. are First or Second Generation [immigrants].”
(Census 2010)

Dear Potential Sponsor,

The Liberian Awards provides an avenue for sponsors to reach educated Liberian immigrants excelling in corporate, academic, and entrepreneurial roles. During a ceremony on Friday, July 8, 2011, at the Chase Center on the Riverfront, Liberian Awards will recognize the accomplishments of Liberians in the Diaspora by honoring esteemed professionals and by granting financial scholarships to students attending U.S. colleges.

Alexander B Cummings, Executive Vice President and Chief Administrative Officer of Coca-Cola will deliver this year’s keynote address.

The shared history and connection between Liberia and America are many. Repatriated freed slaves relocated to the West African nation in hopes of building a new life. An American wrote the constitution of Liberia. Liberia was an American ally in World War II. Liberia’s—and Africa’s—first female President, Ellen Johnson-Sirleaf, was Harvard educated. Like their President, Liberians have not only benefited from the educational opportunities of America and but have also contributed to the American economy. Over sixty-five percent of Liberians immigrants have some college education (Census, 2000). And, Liberian immigrants in U.S. have over \$1 Billion dollars buying power (Corrie & Nelson, 2008).

The Liberian Awards Ceremony will increase the visibility of your business to a growing and profitable market segment, differentiate your business from competitors, and promote your products and services.

We ask that you review our sponsorship package and find a sponsorship level that is right for you. Should you have any questions regarding any opportunity within this package, please contact us directly at email Contact@LiberianAwards.com or (267) 471-4441.

Sincerely,

Samantha Divine Jallah
Founder and President
Liberian Awards
www.LiberianAwards.com



SPONSORSHIP OPPORTUNITY PROFILE

Event Name: Liberian Awards Ceremony

Date/Time: Friday, July 8, 2011, 8:00pm

Location: Chase Center on the Riverfront, Wilmington, Delaware

Presented By: Liberian Awards

Event Description: The Liberian Awards combines Liberian and American cultures to create an unforgettable evening of dinner, entertainment and encouragement. The Award ceremony will honor Liberians who have achieved the “American Dream” both educationally and professionally. Liberian Awards will also grant scholarships and mentorships to students excelling academically. This event will provide a rich cultural experience that focuses on education, networking, and promoting of products and services of businesses serving the African or minority communities. You do not want to miss this event!

Featured Activities Include

- Keynote Address by Alexander B Cummings, Executive Vice President & Chief Administrative Officer, The Coca-Cola Company
- Traditional African Performances
- European Entertainment
- Historic Reflection on Liberian and American ties
- Global Networking Opportunities

Attendees Demographics*

➤ African Immigrants and Minorities	➤ Business Owners and Decision Makers
➤ Liberian Buying Power over \$1Billion	➤ Education a High Priority
➤ Ambitious and Hardworking People	➤ Family Very Important
➤ Recommendations Influence Purchases	➤ Focus on Community

*Source: Corrie, Bruce, D. Johnson and M. Nelson (2008), African Immigrant Capital. 4th Annual Midwest Multicultural Marketing Conference. ww.ethnictrends.info/pdfs/EthnicCapitalLiberians.pdf



SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

This is the most esteemed opportunity available for distinguished organizations

Branding/Marketing

1. Attract Customers through Distribution of Promotional Materials
2. Reach Prospects through Product/Service Endorsement
3. Create Awareness through Logo on Website and in Program
4. Sell Product/Service to Targeted Group through Full-page Ad in Souvenir Program
5. Receive Publicity through Inclusion in Press Release
6. Give Back by Naming a Scholarship after your Company

Recognition

1. Make Appearance in Program by Presenting Award or Introducing Participant
2. Display your Message during Ceremony through a 1-2 Minutes Video Commercial Clip
3. Show them Why they Should Choose You through Sponsor Banner
4. Be Recognized for Generosity to Immigrant Community in Program
5. Record History by taking Photograph with Scholarship Recipients

Tickets & Hospitality

- One Table (10 Tickets) to Award Ceremony



SPONSORSHIP OPPORTUNITIES Cont.

Gold Sponsor

A premier opportunity for esteemed organizations

Branding/Marketing

1. Attract Customers through Distribution of Promotional Materials
2. Create Awareness through Logo on Website and in Program
3. Sell Product/Service to Targeted Group through 3/4 page Ad in Souvenir Program
4. Receive Publicity from another source through Inclusion in Press Release

Recognition

1. Make Appearance in our Program by Presenting Award or Introducing Participant
2. Display your Message during Ceremony through a 30-second Video Commercial Clip
3. Show them Why they Should Choose You through Sponsor Banner
4. Be Recognized for Generosity to Immigrant Community in Program
5. Record History by taking Photograph with Scholarship Recipients

Tickets & Hospitality

- 6 Tickets to Award Ceremony



SPONSORSHIP OPPORTUNITIES Cont.

Silver Sponsor

This option is available for select organizations

Branding/Marketing

1. Create Awareness through Logo on Website and in Program
2. Sell Product/Service to Targeted Group through Half-Page Ad in Souvenir Program
3. Receive Publicity through Inclusion in Press Release

Recognition

1. Be Recognized for Generosity to Immigrant Community in Program
2. Record History by taking Photograph with Scholarship Recipients

Tickets & Hospitality

- 4 Tickets to Award Ceremony

Bronze Sponsor

This option is available for valued organizations

Branding/Marketing

1. Create Awareness through Logo and Company Description on Website and in Program
2. Sell Product/Service to Targeted Group through Quarter-Page Ad in Souvenir Program
3. Receive Publicity from another source through Inclusion in Press Release

Recognition

1. Be Recognized for Generosity to Immigrant Community in Program
2. Record History by taking Photograph with Scholarship Recipients

Tickets & Hospitality

- 3 Tickets to Award Ceremony



SCHOLARSHIP SPONSORSHIPS

Scholarship Sponsor

An option for individuals or families seeking to support students showing academic promise and leadership traits

Scholarship Sponsorship Benefits

1. Recognize a Loved One by Naming Scholarship(s) in his/her Honor
2. Make Appearance in Program by Presenting Scholarship
3. Be Acknowledged for Generosity to Liberian Youth in the Diaspora in Program
4. Record History by taking Photograph with Scholarship Recipients

Tickets & Hospitality

- 2 Tickets to Award Ceremony

Each scholarship recipient receives a mentor in area of study along with financial reward of \$500.00. Sponsors may choose to provide scholarships to one or multiple students in increment of \$500.00 per student. See Scholarship table below for details.

SCHOLARSHIP TABLE		
<u># Scholarships</u>	<u>Sponsorship Amount</u>	<u>Complimentary Tickets</u>
1	\$500.00	2
2	\$1,000.00	4
3	\$1,500.00	6
4	\$2,000.00	8
5	\$2,500.00	10
6	\$3,000.00	12
7	\$3,500.00	14
8	\$4,000.00	16
9	\$4,500.00	18
10	\$5,000.00	20



Your company can participate in the **Liberian Awards Ceremony** through one of the sponsorships in this packet. Please complete the information and return before May 30, 2011.

PAYMENT INFORMATION

1. Request a PayPal invoice by emailing payment@LiberianAwards.com
2. Make check payable to: Liberian Awards and mail to

Liberian Awards
P. O. Box 7565
Newark, DE 19714

If you have any questions, please reach us at contact@liberianawards.com or 267-471-4441

Company Name _____

Contact Name _____

Phone _____ **Fax** _____ **Email** _____

Street Address _____

City _____ **State** _____ **Zip** _____

Name of Agency (if any) _____ **Phone** _____

My Company would like to be a:

() Platinum Sponsor \$3000 () Gold Sponsor \$2000

() Silver Sponsor \$1000 () Bronze Sponsor \$ 600

Scholarship Sponsor (\$500.00 per student)

Student(s) *Please check one:*

1() 2() 3() 4() 5() 6() 7() 8() 9() 10()