

## POWER TO INSPIRE: THE MARCH CONTINUES ONLINE OVERVIEW

### DESCRIPTION

Each year since our founding, the National Center for Civil and Human Rights has held its Power to Inspire annual event to recognize courageous individuals working to protect human rights and dignity. This year, in response to social distancing due to COVID-19, The Center will forgo a large in-person event, and instead host its Power to Inspire activities online throughout the year – honoring and interviewing individuals through video profiles and conversations. Our goal is to continue our mission of providing our audience a series of stories that educate and inspire – and encourage everyone to tap into their power to change the world.

**THEME** *The March Continues: Celebrating the Power of People*

### POWER TO INSPIRE SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	UPHOLDER \$30,000	TRAILBLAZER \$20,000	CHAMPION \$10,000	CATALYST \$5,000
Industry Exclusivity	X	X		
Online Recognition during Power to Inspire profiles and virtual tours	Logo/Name Listing	Logo/Name Listing	Logo/Name Listing	Logo/Name Listing
Sponsor logo recognized on Power to Inspire Website	Logo Inclusion	Logo Inclusion	Logo Inclusion	Logo Inclusion
Included in digital program	Fullscreen Digital Ad & Logo Inclusion	½ screen Digital Ad & Logo Inclusion	Logo Inclusion	Logo Inclusion
Recognition on email blast to Center patrons and network (6,000 +)	Logo Inclusion	Logo Inclusion	Logo Inclusion	Logo Inclusion
One-time facility rental discount	Facility Rental Discount 15%	After-Hour Glenn Foyer Rental	After-Hour Glenn Foyer Rental	
Executive Led tour of The Center	30 Guests	20 Guests	20 Guests	10 Guests
Invitation to New Exhibition Preview	20 Guests			
Social Media Recognition	X			
Profile in SPARK Newsletter (+20,000 audience)	X			
	<b>HOST \$2,500</b>		<b>PATRON \$1,000</b>	
Included in Digital Program	Name Listing		Name Listing	
Recognition on Power to Inspire Website	Name Listing		Name Listing	
Invitation to New Exhibition Preview	2 Guests			
Membership	Family Membership (12 Months)			

**POWER TO INSPIRE: THE MARCH CONTINUES ONLINE CONTENT OVERVIEW**

**POWER TO INSPIRE HONOREE PROFILES/ AWARDS**

1. Atlanta Student Movement/ Civil Rights Living Legends
  - 2-4-minute video
    - Audio clips
    - Available video clips
    - Available photo images
    - Interviews with living legends
    - Video footage of Center instillations/exhibits related to legend
2. Current Advocates (Sponsored by the Women’s Solidarity Society)
  - 2-4-minute video
    - Audio clips
    - Available photo images
    - Interviews with Mara Copeny & Katie Fahey
    - Interview or video footage with LGBTQ human rights advocate
3. International Honoree (Civil Rights Pillar Society)
  - 2-4-minute video
    - Audio clips
    - Available photo images
    - Interview or video footage of Mansour al-Omari
4. Education Resources
  - Center content package
    - PDF Handouts of center content (Letter from Birmingham Jail, Freedom Riders, etc.)
    - Links to video content of Center instillations
    - Fun fact sheets, quizzes, etc.

### **FREE ADMISSION ONLINE OVERVIEW | \$10,000**

Our mission and its impact rely on visitors engaging with civil and human rights stories - from Atlanta, from our nation's history, and around the world today.

Even amid social distancing, corporate sponsors can help make sure the public has access to The Center as a unique cultural experience. While we are closed because of COVID-19, The Center will host Free Admission virtual tours to provide thousands of patrons, educators, and students the opportunity to experience The Center's installations and exhibits. The support of The UPS Foundation in 2020 will help support the development and maintenance of the virtual Center experience.

The generosity of our corporate sponsors helps The Center remain a landmark institution and truly inclusive space for dialogue about crucial issues of our time.

### **FREE ADMISSION DAY CONTENT OVERVIEW**

1. Virtual Tours of The Center
  - 15-30 Min tours of The Center (Guided, Pre Recorded, Custom)
    - Women of the Movement Tour (Sponsored by WSS)
    - LGBTQ Institute Tour (Sponsored by LGBTQ Institute)
    - General Tour of The Center
2. Center Features
  - Center Exhibits and Features
    - Freedom Summer
    - Freedom Riders
    - Letter from The Birmingham Jail

### **FREE ADMISSION DAY ONLINE SPONSOR BENEFITS**

Included in this sponsorship package are the following benefits and marketing opportunities:

- Original branding of partnership for developed materials (while adhering to sponsor's brand guidelines)
- Information sent out to newsletter subscribers for both newsletters (members and general) – 20,000+
- Original social media content created for partnership across multiple channels, including:
  - Facebook
  - Instagram
  - Twitter
- Dedicated emails sent out to affiliate groups about partnership
- Media alert/release
- Landing page on website highlighting partnership/activities
- Digital ad buy (geo-fencing campaign) to support initiative
- Paid social media campaigns to highlight partnership

### **ADDITIONAL BRANDING OPPORTUNITIES \$5,000**

Includes everything above plus, radio buy with station of The Center's choosing to highlight the partnership/campaign. This may include increased visibility with radio giveaways, live remotes, and/or live broadcasts.

### **OPERATION INSPIRATION ONLINE OVERVIEW**

Over our five years of operation, we found that students from underserved communities face financial and logistical challenges in organizing trips to The Center. Committed to removing the economic barriers that prevented in-need students from visiting, we created and raised a reserve fund, designated as Operation Inspiration, to underwrite admission for in-need students.

Since 2015, corporate and foundation sponsors have underwritten admission costs for up to 20,000 students each year and help to supply educators with free online resources to prepare students for their visit.

In response to COVID-19, and to help flatten the curve, The Center decided closed to the public on March 14. Our exhibits have the power to expand student's knowledge and sense of individual responsibility, and we have a responsibility to continue serving the teachers and students impacted by the ongoing school closings.

Operation Inspiration will provide educators, students and families with free online resources for as long as needed. The Center's Education Department is developing new online programming and digital educational resources for our Title 1 schools which includes: virtual tours of the National Center for Civil and Human Rights, interactive education webinars for students, and interviews with human rights champions providing relief for vulnerable communities affected by COVID-19.

This is where your support is critical now more than ever. The Center is dedicated to our educational outreach. Any support you can provide will provide valuable learning experiences for students and help us advance our mission.

### **OPERATION INSPIRATION ONLINE CONTENT OVERVIEW**

1. Literary Content
  - Book Club Discussion
  - Children's Stories from The Center
2. Video Content
  - Tour of the Center for Civil and Human Rights
  - Webinars
    - Voting Rights
    - Utilizing Freedom Mosaic: A microsite of the National Center for Civil and Human Rights
3. Education Resources
  - Center content package
    - PDF Handouts of center content (Letter from Birmingham Jail, Freedom Riders, etc.)
    - Links to video content of Center instillations
    - Fun fact sheets, quizzes, etc.

### **OPERATION INSPIRATION ONLINE SPONSOR BENEFITS**

- Name and logo recognition on NCCHR website
- Name and logo recognition as sponsor of Operation Inspiration online programming and expanded digital educational resources to support teachers and students impacted by school closures
- Sponsor profile/statement in the SPARK, The Center's digital newsletter distributed to patrons and network (20,000+)
- Name and Logo Recognition on Operation Inspiration Education Package mailed to Title 1 schools, and students