



## 2014 National Underground Railroad Conference Sponsorship Opportunities

### Detroit, Michigan

National Underground Railroad conference sponsors demonstrate their commitment to advancing this important history through contributions that support conference programs and events. Each level of giving offers unique opportunities to build and expand your brand awareness. Sponsorship opportunities can be tailored to showcase your organization's mission and sponsorship objectives, and all sponsors are prominently recognized on the conference website and throughout all conference materials.

Conference donations should be made to the **National Park Foundation**.

**Mail:**

1201 Eye Street NW  
Washington, DC 20008

Checks should be made payable to the "National Park Foundation". Please specify "Network to Freedom" in the memo area.

**Online:** [www.nationalparks.org/networktofreedom](http://www.nationalparks.org/networktofreedom)

## What Our Conference Attendees Said in 2013

2013 conference attendees told us:

- 96 percent reported that the programming was excellent or good.
- 88 percent strongly agreed or agreed that the cost with respect to the experience was worth it.
- 94 percent strongly agreed or agreed that they would attend future conferences.
- 92 percent strongly agreed or agreed that they would recommend future conferences to others.

We received a number of positive comments from our attendees including:

- "Let's keep up with the research of these historical events that reveal the truths about the foundation of this county & the illness of slavery. The UGGR & the struggle for Freedom is a Great Project."
- "Overall, excellent concurrent sessions. Superb keynote addresses. Networking with other participants is what I liked best."
- "1<sup>ST</sup> Conference (love everything, exceeded expectations)."
- "Wonderful key note speakers; friendly and interesting participants."
- "Hope that a conference will be organized in 2014."

## Become a Sponsor!

### Sponsor a Specific Event

#### **“Midnight Cry” Performance by Mosaic Youth Theatre**

**\$1,500**

Tuesday, July 15 at the Detroit Historical Museum

Members of Mosaic Youth Theatre of Detroit will perform scenes from the play “A Midnight Cry: The Underground Railroad to Freedom”. Inspired by historical events, the musical tells the story of Lida Anderson, a young female freedom seeker’s journey along the Underground Railroad.

Founded in 1992, Mosaic Youth Theatre is an internationally acclaimed youth development program that concentrates on helping young artists excel on stage and in life. Mosaic is now recognized as a highly regarded cultural treasure for the city of Detroit and southeast Michigan. Mosaic's national and international touring performances bring recognition to Detroit as a center for arts and culture and promote a positive image of metro Detroit area youth.

Sponsorship of this event will cover the cost of the performance.

#### **BENEFITS**

- Introduction and thank you at beginning of event
- Two Tickets to Reception and Performance
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials

#### **“The River to Cross” Performance by Washington Productions, Inc.**

**\$1,300**

Thursday, July 16 at the Doubletree-Fort Shelby

“The River to Cross” will be performed as entertainment for the conference banquet. “The River to Cross” is a dramatic performance by Washington Productions, Inc. (WPI) based on the true history of the William Bright Conner Family of Covert Michigan. In this highly adventurous and entertaining story William Bright Conner and his family, who were born free, travel north, in 1849, to escape southern slavery. On a seemingly never-ending journey they face exhaustion and capture by slave raiders who, want to sell them into slavery. In spite of numerous obstacles along the way, they continue on in search of a better life.

WPI is a professional theatre group based in Kalamazoo, Michigan. Their desire is to create an accurate and in depth view of the African American experience through the performing arts. WPI has performed on television, stage, and film, in the United States and abroad. During the past five years they have appeared before more than 150,000 people of all ages.

Sponsorship of this event will cover the cost of the performance.

#### **BENEFITS**

- Introduction and thank you at beginning of event
- Two Banquet Tickets
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials

## **Keynote Speaker (3 opportunities)**

each **\$1,500**

Thursday, July 17 (2) and Friday July 18 (1)

To emphasize the conference theme of women and the Underground Railroad, there will be three keynote addresses at which all conference participants will be in attendance. Keynote presenters are recognized as experts or have made important contributions to Underground Railroad scholarship.

### **BENEFITS**

- Introduction and thank you during introduction of keynote speaker
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials

## **Explore Detroit Tour-Motown Experience**

**\$5,000**

Friday, July 18 at the Motown Museum

The Friday Explore Detroit Tour is the perfect opportunity for attendees to unwind and enjoy the conference host city. Attendees will have the Motown Experience by visiting the famous Motown Museum for a tour, musical performance, and catered reception.

Sponsorship of this event will help cover the cost of the museum being opened after hours, the musical group, and the catered reception.

### **BENEFITS**

- Introduction and thank you at beginning of event
- Two tour tickets
- Opportunity to address attendees
- Logo on tour signage and materials
- Full page ad inside conference program
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Routes to Freedom, Routes to Prosperity**

**\$5,000**

**Saturday, July 19**

Traveling along the Rouge River, attendees will learn of the important role of the river as an important route in the story of African American migration in Michigan, first as an Underground Railroad Route and later during the Great Migration as a route to economic mobility in large part associated with the vision of Henry Ford. The tour will include visits to the Henry Ford Museum and Greenfield Village where attendees will have guided tours that focus on the history of women and African Americans. Participants will also have a special opportunity to see the Saline Parsonage, a building at Greenfield Village that is not yet open to the public, but will allow for the Village to interpret the important history of Underground Railroad.

Sponsorship of this event will cover the cost of the tours including tour guides, as well as a special event at Greenfield Village for the unveiling of the Saline Parsonage.

### **BENEFITS**

- Introduction and thank you at beginning of event
- Two tour tickets
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Detroit River Dinner Cruise** **Sunday, July 20**

**\$5,000**

On the Detroit River Dinner Cruise, attendees will have dinner while traveling on the river that many journeyed across in their search for freedom.

### **BENEFITS**

- Introduction and thank you at beginning of event
- Two tour tickets
- Opportunity to address attendees
- Logo on tour signage and materials
- Full page ad inside conference program
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials
- Credit and link to your website on National UGRR conference web pages

## **Detroit Underground Railroad Tour** **Wednesday, July 16**

**\$2,400**

Attendees will explore Detroit's Underground Railroad Heritage with visits to Second Baptist, First Congregational, and the Charles H. Wright Museum of African American history.

Sponsorship of this event will go towards paying admission fees at the various venues.

### **BENEFITS**

- Introduction and thank you at beginning of event
- Two tour tickets
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Opening Reception** **Wednesday, July 16**

**\$5,000**

Sponsorship will go towards the cost of food.

### **BENEFITS**

- Introduction and thank you at beginning of event
- Opportunity to address attendees
- Logo on signage during event
- Full page ad inside conference program
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Underground Railroad Tour-Bus**

**\$1000**

Provide transportation for tour exploring Detroit's Underground Railroad sites. Sites to be visited include, First Congregational, Second Baptist, and the Charles H. Wright Museum of African American History.

### **BENEFITS**

- Two tour tickets
- Logo on tour signage and materials
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Explore Detroit-Bus**

**\$600**

Provide transportation for Motown Experience Tour.

### **BENEFITS**

- Two tour tickets
- Logo on tour signage and materials
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Routes to Freedom, Routes to Prosperity-Bus**

**\$1000**

Provide transportation for tour exploring the role of the Rouge River as part of the African American migration story.

### **BENEFITS**

- Two tour tickets
- Logo on tour signage and materials
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Credit and link to your website on National UGRR conference web pages
- Table space in exhibitor hall to share sponsor materials

## **Canada Tour-Bus**

**\$1200**

Provide transportation for a tour that crosses the Detroit River to explore Canada, a destination for many freedom seekers.

### **BENEFITS**

- Two tour tickets
- Logo on tour signage and materials
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials

## **Morning Breaks**

**\$1,000**

Perk up our attendees and your visibility during a mid-morning coffee break. Two opportunities available.

### **BENEFITS**

- Logo on signage during morning break
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials
- Credit and link to your website on National UGRR conference web pages

## **Afternoon Breaks**

**\$2,000**

Perk up our attendees and your visibility during an afternoon break. Two opportunities available.

### **BENEFITS**

- Logo on signage during coffee break
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials
- Credit and link to your website on National UGRR conference web pages

## **Exhibit Hall Beverage Station**

**\$1500**

Make sure attendees are well hydrated and have another reason to visit the exhibit hall.

### **BENEFITS**

- Logo on beverage station signage
- Logo on back cover of conference program
- Logo on signage recognizing all conference sponsors
- Table space in exhibitor hall to share sponsor materials
- Credit and link to your website on National UGRR conference web pages
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## General Sponsorship

Don't want to sponsor a specific event, but interested in contributing to the conference and making it a success, consider general sponsorship which benefits the entire conference fund.

<b>Platinum</b>	<b>\$10,000 and above</b>
<b>Gold</b>	<b>\$5,000-\$9,999</b>
<b>Silver</b>	<b>\$2,000-\$4,999</b>
<b>Bronze</b>	<b>\$1,000-\$1,999</b>
<b>Patron</b>	<b>\$500</b>
<b>Supporter</b>	<b>\$100</b>
<b>Friend</b>	<b>\$50</b>
<b>Enthusiast</b>	<b>\$25</b>

### **BENEFITS**

- Credit on "donor" pages in the conference program book, where we list the contribution and donation level.
- Recognition of platinum, gold, silver, and bronze levels throughout the conference
- Personal recognition of platinum, gold, silver, and bronze levels during the opening convocation and banquet
- Companies that donate at the platinum, gold, silver, and bronze levels can also have their logo on the back cover of the program book, logo on conference sponsor signage, and credit and link to your website on National UGRR Conference web pages.
- Platinum and gold sponsors receive two full-conference registrations.

Note: Representatives from sponsoring companies must be registered to attend conference events and programs.