

ADC[™] NATIONAL CONVENTION

SEPTEMBER 21 - 24, 2017

MARRIOTT WARDMAN PARK • WASHINGTON D.C.



MEDIA AND SPONSORSHIP KIT



In the following pages you will find important information about applying for participation in the ADC National Convention as well as contact information for any questions you may have.

Date September 21 - 24, 2017

Location Marriott Wardman Park, 2660 Woodley Rd NW, Washington, DC 20008

The American-Arab Anti-Discrimination Committee (ADC), now in its 37th year, hosts its national convention every year in Washington DC. The convention continues to be the largest national gathering of Arab Americans every year. Convention attendees from across the country will converge on the nation's capital for four days to address important policy issues affecting all Americans, as well as celebrate our Arab cultural heritage.

Our target audience is your target audience

Attendees will include:

- ADC members
- Government and political officials
- Policy makers
- Academics, researchers, and educators
- Nonprofit organizations
- Grassroots organizers
- National media
- Civil rights organizations
- Religious/interfaith groups
- Attorneys and other legal professionals
- Students
- Young professionals

ADC looks forward to your sponsorship, advertisement, and active participation in this year's convention. We have several exciting opportunities available, so it is our hope that one of these selections will appeal to you.

How to Apply

Complete the enclosed form if you would like to reserve a space for your organization at the convention.

Important Dates & Deadlines

The following are important dates and deadlines:

- All applications are due by July 31, 2017
- Ads are due by August 15, 2017
- Final payments are due by August 15, 2017

We are in need of generous sponsors like you who can help us continue our mission!

As a sponsor of the National Convention you will:

- Reach decision makers from government agencies, embassies, corporations, small businesses, nonprofits, and academic institutions.
- Increase national awareness of your organization through the National Convention website, the ADC E-Times newsletter (50,000 readers), publicity flyers and brochures (10,000 recipients), and the event program book (1,000+ participants).
- Demonstrate your organization or business' commitment to equality and civil rights.
- Be recognized as a key sponsor of ADC.

Past ADC sponsors and advertisers have included:

- Al-Monitor Group
- Dish Network
- Aramco Services Company
- Marathon Oil
- DTE Energy
- Qatar Airways
- Middle East Airlines
- British Midland International (BMI)
- Damascus Bakeries
- Basha Diagnostics
- Georgetown Design Group
- Farouk Systems
- Arabtec Construction
- Hilton Worldwide
- Stickley Furniture
- St. Jude Children's Research Hospital
- National Arab American Medical Association
- Middle Eastern American (MEA) TV & Radio
- State Farm
- BLS Limo Group
- Spectrum Radio
- USA Networks Characters Unite:
- NBC Universal

Sponsor Levels

Event underwriting opportunities are available. Contact ADC to create your custom package!

- Executive Package** • Most prominent listing of corporate logo in convention-printed materials and on-site at event
\$50,000 • Verbal and visual recognition at convention sessions
 • 2 full-page color ad in the convention program
 • Most prominent and complimentary exhibit and/or job fair booth
 • 10 complimentary convention passes
 • 2 reserved VIP gala tables with premier seating
 • Logo hyperlink on convention website
 • Recognition and logo hyperlink on press releases
 • 60-second promo video at the Saturday evening gala

- Principal Package** • Very prominent listing of corporate logo in convention-printed materials and on-site at event
\$25,000 • Verbal and visual recognition at convention sessions
 • 1 full-page color ad in the convention program
 • Very prominent and complimentary exhibit and/or job fair booth
 • 5 complimentary convention passes
 • 1 reserved VIP gala table with premier seating
 • Logo hyperlink on convention website
 • 30-second promo video at the Saturday evening gala

- Signature Package** • Prominent listing of corporate logo in convention-printed materials and on-site at event
\$10,000 • Visual recognition at convention sessions
 • 1 full-page color ad in the convention program
 • Prominent and complimentary exhibit or job fair booth
 • 3 complimentary convention passes
 • 1 reserved VIP gala table with premier seating
 • Logo hyperlink on convention website

- Patron Package** • Prominent listing of corporate logo in convention-printed materials and on-site at event
\$5,000 • 1 full-page black & white ad in the convention program
 • 2 complimentary convention passes
 • 1 reserved VIP gala tables with preferred seating
 • Logo hyperlink on convention website

- Benefactor Package** • Listing in convention-printed materials and on-site at event
\$2,500 • 1 half-page black & white ad in the convention program
 • 1 complimentary convention pass
 • Recognition on convention website

- Dinner Table** • One reserved table for 10 people
\$2,000 • Business name listed on table

- Lunch Table** • One reserved table for 10 people
\$1,500 • Business name listed on table

- Supporter** • Listing in convention materials and on-site at event
\$1,500 • 1 complimentary convention pass
 • Recognition on convention website

- Contributor** • Complimentary listing in convention printed materials in-kind, • Recognition on convention website donation

Examples: gift certificates, airline tickets, graphic design, printing, web site design, event space, advertising, transportation, etc.

Advertise in the Convention Program Book

Ad Specifications & Rates

Full Page 8" x 11"	Half Page 5.5" x 8"	Quarter Page 5.5" x 4"
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Color Ad

- Inside Front Cover.....\$2,500*
- Inside Back Cover.....\$2,500*
- Full Page (Color).....\$1,000

Black & White Ad

- Full Page.....\$750
- Half Page.....\$500
- Quarter Page.....\$250

**Only one (1) space available*

Email completed ads to convention@adc.org by August 15, 2017.



Primary Contact Information

All information is required, incomplete applications will not be processed.

Title Name Organization

Address

City/State/Province Country/Postal Code

Phone (indicate type) Fax

Email Website

Sponsorship Opportunities and Packages

Sponsor Packages

- Executive \$50,000
- Principal \$25,000
- Signature \$10,000
- Patron \$5,000
- Benefactor \$2,500
- Dinner Table \$2,000
- Lunch Table \$1,500
- Supporter \$1,500
- Contributor (in-kind, donation) _____

I/we cannot attend, but please accept a tax-deductible gift of \$_____ to ADC Research Institute.

I am interested in donating an auction item. Please contact me.

Advertising Opportunities

Color Ad

- Inside Front Cover \$2,500
- Inside Back Cover \$2,500
- Full Page (Color) \$1,000

Black & White Ad

- Full Page \$750
- Half Page \$500
- Quarter Page \$250

FOR ADC OFFICE USE ONLY

Form received: _____
 Ad received: _____
 Payment processed: _____
 Registration complete: _____
 Staff initials: _____
 Source: _____

Payment

Payment must be received to ensure recognition in printed materials.

Total Amount Due \$_____

We accept (please indicate your preferred payment method below):

- Send Invoice
- Check enclosed
- Visa
- MasterCard
- American Express

Credit Card Number Expiration Date Security Code

Cardholder Name Billing Address, if different from primary contact

Read & Sign

All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Advertiser does not relieve Sponsor/Advertiser of liability for full payment of fees, notwithstanding the loss of Sponsor/Advertiser package benefits.

Signature Date

Commitments appreciated with payment by **August 15, 2017** Early response will ensure acknowledgement through pre-event promotion.

SEND COMPLETED APPLICATION WITH PAYMENT BY AUGUST 15, 2017

Questions? Call (202) 244-2990
Email convention@adc.org

- **BY FAX** to (202) 333-6470
- **BY EMAIL** to convention@adc.org
- **BY MAIL** to 1705 DeSales Street NW, Suite 500
Washington, DC 20036



American-Arab Anti-Discrimination Committee (ADC)
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