

AMERICAN HERITAGE AWARDS

2022 SPONSORSHIP PACKAGES

Join Us For Stories of a Shared Journey

Friday June 17th · Javits Rooftop Pavilion · New York

We have much to celebrate in 2022: A chance to come together again at the American Heritage Awards, a new American Immigration Council, and the American Immigration Lawyers Association's 75th Anniversary.

This year the American Immigration Council's *American Heritage Awards* is taking on a new look. We want you to be a part of an interactive celebration filled with music, entertainment, creative writing, and the arts as you explore all the treasures immigrants bring to this nation. Together we will celebrate national heroes like our honorees, and unsung heroes like our immigration lawyers.

This special event celebrates the remarkable accomplishments of immigrants and their champions. We've got a long road behind us, and the stretch ahead seems long too. For one evening we will take a moment to share our stories, to reconnect, and to celebrate this fantastic journey. You don't want to miss the chance to be a part of it all.

Date: Friday, June 17, 2022

Time: 7:30 pm ET - Mingling and mixing
8:00 pm ET - American Heritage Awards

Location: Javits Convention Center, 445 11th Avenue, New York, NY

Event Attendees:

- More than **750** immigration attorneys, advocates, and supporters of sensible, fair and smart immigration;
- A concentrated pool of **AILA National** members attending Annual Conference and celebrating AILA's 75th Anniversary;
- Friends of the **New American Economy** meeting the American Immigration Council in person for the first time.

Marketing Visibility: The American Immigration Council's reach is wide with

- A database of more than **60,000** people reading our emails, blog, and *This Week in Immigration*
- More than **100,000** Facebook and Instagram followers
- **Networks** of our Board of Governors, AILA National's Board of Governors, and high-profile honorees.
- **+Plus:** The New American Economy audience of over **50,000** subscribers and social media followers.

About the American Immigration Council:

The American Immigration Council, a 501(c)(3) nonprofit, is a powerful voice in promoting laws, policies, and attitudes that honor our proud history as a nation of immigrants.

In its new incarnation, the American Immigration Council will empower newcomers at every step in their journey from arrival to citizenship to full belonging in American communities. Established in 1987, we work to strengthen America by honoring our immigrant history and shaping how America thinks about and acts towards immigrants and immigration.

Contact: Laura Jennings, Development Manager, at ljennings@immcouncil.org

Our sponsorship opportunities are designed to recognize you and your company as leaders in the fight for immigration justice. We want to share your company's voice and highlight your work because you understand the role business plays in social responsibility. Thank you for joining the American Immigration Council family.

Premier Sponsor \$100,000

- **Special greenroom interview** "Continuing the Conversation" with an honoree or special guest – Two (2) available
- Company logo or name recognition in printed program and **dedicated Premier Sponsor recognition** on American Heritage Awards title slide
- Digital recognition with the company name or logo on Council **event website, emails,** and **social media** platforms
- Opportunity to provide ad for event sponsor slideshow
- Prominent full-page ad in the printed program – **with QR Code**
- **50 Tickets** to the Gala with sponsor logo prominently displayed in the ballroom
- **Photo opportunity** with honoree(s) and/or talent
- **Verbal acknowledgement** during awards dinner speaking program
- Opportunity to supply raffle item(s)
- Ten (10) tickets to the **VIP reception**, and special recognition at the VIP reception

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Title Sponsor - \$50,000

- Special opportunity for **on-stage participation** in an event segment presented by your company (e.g., raffle winner or introduction) – Four (4) available
- **Company logo** or name recognition in printed program and **dedicated Title Sponsor** event slide
- Digital recognition with the company name or logo on Council **event website, emails, and social media** platforms
- Opportunity to provide ad for event sponsor slideshow
- Prominent full-page ad in the printed program – **with QR Code**
- **30 Tickets** to the Gala with sponsor logo prominently displayed in the ballroom
- **Photo opportunity** with honoree(s) and/or talent
- **Verbal acknowledgement** during awards dinner speaking program
- Opportunity to supply raffle item(s)
- Six (6) tickets to the **VIP reception**, and special recognition at the VIP reception

Champion Sponsor – \$20,000

- **Sole sponsor** of one event component with prominent branding (i.e., musical entertainment provided by...); component choice available on a first-come basis
 - 10 available: *Music, Comedy Entertainment, Art Fellows, Guest Chefs, Dessert Food Truck, Instagram Reels, Four (4) Swag Bag Gifts*
- **Company logo** or name recognition in printed program and slideshow as a Champion Sponsor
- Digital recognition with the company name or logo on Council **event website, emails, and social media** platforms
- Full page ad in the printed program – **with QR Code**
- **20 Tickets** to the Gala with sponsor name displayed in the ballroom
- **Verbal acknowledgment** during awards dinner speaking program
- 4 tickets to the **VIP Reception**

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Benefactor Sponsor – \$10,000

- **Behind the scenes** recorded Q&A with an entertainer or artist
- **Company logo** or name recognition in printed program and slideshow as a Benefactor Sponsor
- Digital recognition with the company logo or name on Council **event website, emails, and social media** platforms
- Half page ad in printed program – **with QR Code**
- **10 Tickets** to the Gala with sponsor name displayed in the ballroom
- 2 tickets to the **VIP reception**

Patron Sponsor - \$5,000

- Listing in the printed program and sponsor slideshow
- Digital recognition with a listing on Council **event website** and **emails**
- Quarter page ad in printed program
- **5 Tickets** to the Gala with sponsor listing on event signage

Supporter – Starting at \$1,000

- Listing in the printed program and sponsor slideshow
- Digital recognition with a listing on Council **event website**
- **3 Tickets** to the Gala with sponsor listing on event signage

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Customized marketing benefits include but not limited to the following:

- Pre- or post-event email to attendees
- Custom cocktail
- Additional tickets
- Promotional item for attendee gift bag