



48TH NAACP

# IMAGE AWARDS<sup>®</sup>

LIVE SATURDAY FEB 11 | **TV ONE**  
REPRESENT.

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48TH NAACP  
**IMAGE AWARDS®**  
SPONSORSHIP OPPORTUNITIES



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# 48TH NAACP IMAGE AWARDS®

## SPONSORSHIP OPPORTUNITIES



Established in 1967, at the height of the civil rights movement, the NAACP Image Awards is the nation's premier event celebrating the outstanding achievements and performances of people of color in the arts, as well as those individuals or groups who promote social justice through their creative endeavors.

The misguided and stereotypical portrayals of African Americans and others in television and film reminds us why the NAACP and the NAACP Image Awards are so important in amplifying the artistic accomplishments of communities of color.

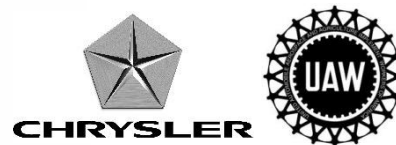


# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

The NAACP Image Awards is a well respected, prestigious event that uniquely brings together the entertainment industry, civic and corporate leaders. Image Awards offers a series of events and special promotion opportunities designed to provide our partners:

- High brand/product visibility via publicity, event and public relations tie-ins
- Brand Association with the country's oldest and most respected civil rights organization
- Opportunity to demonstrate commitment to multicultural ideologies and the maintenance of cultural diversity

Each year, companies of all sizes and industries support the NAACP by sponsoring the Image Awards. Past event lead sponsors have included:





# 48TH NAACP IMAGE AWARDS®

## SPONSORSHIP OPPORTUNITIES

A series of events leading up to and after the live broadcast of the Image Awards celebrate the spirit of the Awards and provide our partners with many opportunities to interface directly with an affluent multicultural and diverse target group and to create first-hand marketing opportunities.



# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

## **Nominees Press Conference**

**Tuesday, December 6, 2016**

NAACP Image Awards' nominees are announced at a celebrity hosted press conference. The press conference received national and international coverage from major news and entertainment outlets such as the Associated Press, Entertainment Tonight, Access Hollywood, CNN, Los Angeles, Times, E!, and Extra. On average, the event receives millions of impressions.

## **Nominees Luncheon**

**Saturday, January 28, 2017**

Each year, more than 300 people attend the Nominees Luncheon for an afternoon of entertainment, networking and congratulatory cheer for all the nominees. The event attracts significant media attention, with more than 50 media outlets covering the event and guests including nominees, industry professionals, celebrities, and civil rights leaders.

## **13th Annual NAACP Hollywood Bureau Symposium**

**Thursday, February 9, 2017**

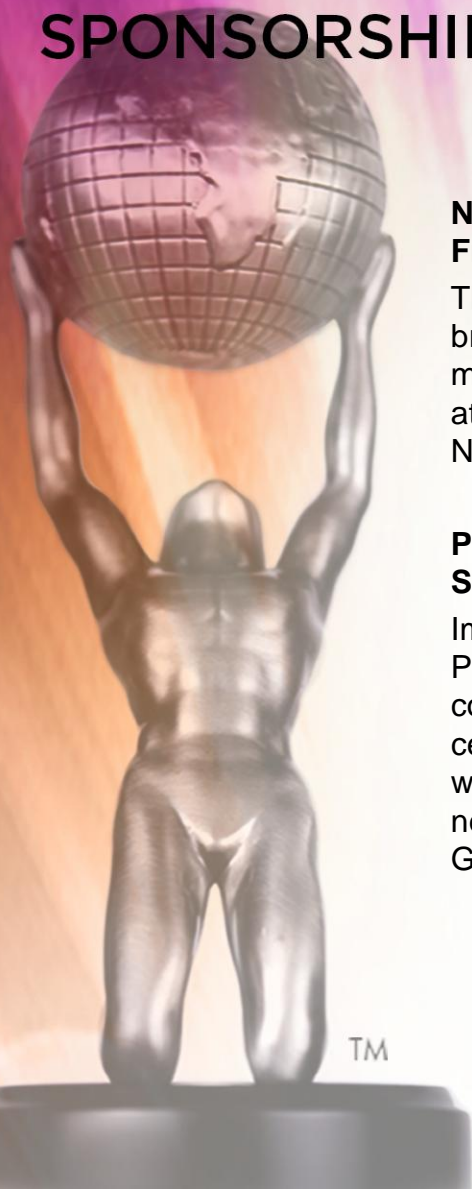
One of the most anticipated symposiums of the season, the NAACP Hollywood Bureau Symposium is standing room only every year. Panelists include some of the industry's most accomplished professionals engaging in a moderated discussion about pressing issues impacting the entertainment industry.

## **Official Events**





# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES



## **Non-Televised Awards Dinner Friday, February 10, 2017**

The non-televised awards dinner, held the night before the live broadcast, celebrates all nominees and recognizes the winners from many of the Image Awards categories. This red carpet event is attended by more than 600 nominees, industry executives, and NAACP leaders.

## **Post-show Gala Celebration Saturday, February 11, 2017**

Immediately following the live show, the celebration continues at the Post-show Gala Celebration. Nearly 1,500 people join the NAACP, community and corporate partners, nominees, and winners to celebrate and acknowledge all of the 48th NAACP Image Awards winners. Great food and entertainment and the opportunity to network with artists and activists make the Image Awards Post-show Gala Celebration one of the hottest tickets in town.

## **Official Events**



# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Presenting Sponsor  
\$500,000**



- Honorary Chairperson named for 48<sup>th</sup> NAACP Image Awards
- Recognized as the Presenting Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Presenting Sponsor during Nominee Press Conference
- Recognized as Sponsor of one (1) Official Event of your choice and Co-sponsor of Two (2) Official Events of your choice
- Opportunity to air corporate video/commercial during Non-Televised Awards Dinner and Ceremony (1) :30 sec
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website June 2017
- 10 Individuals provided Red Carpet access
- 24 seats to Image Awards Live Telecast and Post-Gala Celebration
- 20 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 10 Tickets to Nominees Luncheon
- 10 Tickets to Hollywood Bureau Symposium



# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Premier Sponsor  
\$250,000**



- Recognized as the Premier Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Premier Sponsor during Nominee Press Conference
- Recognized as Sponsor of one (1) Official Event of your choice and Co-sponsor of One (1) Official Events of your choice
- Opportunity to air corporate video/commercial during Non-Televised Awards Dinner and Ceremony (1) :30 sec
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 6 Individuals provided Red Carpet access
- 22 seats to Image Awards Live Telecast and Post-Gala Celebration
- 20 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 10 Tickets to Nominees Luncheon
- 10 Tickets to Hollywood Bureau Symposium

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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Primary Sponsor  
\$200,000**



- Recognized as the Primary Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Primary Sponsor during Nominee Press Conference
- Recognized as Sponsor of one (1) Official Event of your choice
- Opportunity to air corporate video/commercial during Non-Televised Awards Dinner and Ceremony (1) :30 sec
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 Individuals provided Red Carpet access
- 20 seats to Image Awards Live Telecast and Post-Gala Celebration
- 10 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 10 Tickets to Nominees Luncheon
- 10 Tickets to Hollywood Bureau Symposium



# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Supporting Sponsor  
\$150,000**



- Recognized as the Supporting Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Supporting Sponsor during Nominee Press Conference
- Recognized as Sponsor of one (1) Official Event of your choice
- Opportunity to air corporate video/commercial during Non-Televised Awards Dinner and Ceremony (1) :30 sec
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 Individuals provided Red Carpet access
- 18 seats to Image Awards Live Telecast and Post-Gala Celebration
- 8 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 8 Tickets to Nominees Luncheon
- 8 Tickets to Hollywood Bureau Symposium

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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Partner Sponsor  
\$100,000**



- Recognized as the Partner Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Partner Sponsor during Nominee Press Conference
- Recognized as Sponsor of one (1) Official Event of your choice
- Opportunity to air corporate video/commercial during Non-Televised Awards Dinner and Ceremony (1) :30 sec
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 2 Individuals provided Red Carpet access
- 10 seats to Image Awards Live Telecast and Post-Gala Celebration
- 4 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 4 Tickets to Nominees Luncheon
- 4 Tickets to Hollywood Bureau Symposium

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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

## Submissions Sponsor \$250,000

### Special Promotional Opportunity

The NAACP Image Awards' Submissions is the kick-off of the Awards season. Through solicitation to networks, studios, publishers, record labels, as well as managers, publicists and agents, the Submissions Office is responsible for securing entries from those who wish to be voted upon by the special nominating committee that determine the nominees. Thousands of calls and emails are sent to secure and determine the best-qualified projects to be considered for the prestigious honor of being nominated for an NAACP Image Award. **Benefits include:**

- Recognized as the Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as the Submissions Sponsor during Nominee Press Conference
- Name/logo added as official Submissions' sponsor on all Submission's invites
- Logo on all screening material packages shipped to the Nomination Committee
- Opportunity to air corporate video/commercial (1) :30 sec on Submissions website and in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed: on-site signage and NAACP Image Awards website
- 6 Individuals provided Red Carpet access
- 22 seats to Image Awards Live Telecast and Post-Gala Celebration
- 20 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

## Social Media & Digital Sponsor \$200,000

### Special Promotional Opportunity

The NAACP social media and digital campaigns for the Image Awards will run from December 2016 through February 2017. Campaigns, like Image Awards Super Fan or Red Carpet Twitter Correspondence will be created and designed to engage the hundreds thousands of NAACP social media friends. The Digital Media Plan will leverage the NAACP's mobile list to promote the Image Awards, and will also feature social media integration and allow posts from the Twitter, Facebook and Instagraming audience. **Benefits include:**

- Recognized as the Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Prominent branding for two months around all social media platforms and digital apps
- Opportunity for promotional commercials to be included on digital app promoted through NAACP email list, social media and subscribers lists of more than 1million
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 Individuals provided Red Carpet access
- 20 seats to Image Awards Live Telecast and Post-Gala Celebration
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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

## Entertainer of the Year Sponsor \$150,000

### Special Promotional Opportunity

The Entertainer of the Year is presented to an individual who has achieved notable success in multiple projects and medium. The Award is voted on by NAACP members through a robust social media campaign for months leading up to the national broadcast and during the live broadcast. Past recipients include actors Jamie Foxx, Kevin Hart, and Taraji P. Henson Michael B. Jordan.

***Benefits include:***

- Recognized as the Sponsor of the NAACP Entertainer of the Year on the voting website
- Recognized as the Sponsor of the NAACP Entertainer of the Year during on-air presentation
- Opportunity to air corporate video/commercial (1) :30 sec in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 Individuals provided Red Carpet Access
- 18 seats to Image Awards Live Telecast and Post-Gala Celebration
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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

## Hospitality Suite Sponsor \$50,000

### Special Promotional Opportunity

The NAACP will host sponsors, celebrities, NAACP National Board of Directors, and NAACP Foundation Trustees in this exclusive office hospitality suite during Image Awards week at the host hotel. As the sponsoring company, it will give your company representatives and guests an opportunity to interact with this select group of civil rights and business leaders and celebrities. **Benefits include:**

- Recognized as the Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Recognized as a Hospitality Suite Sponsor on suite signage
- Opportunity to air corporate video/commercial (1) :30 sec at live broadcast venue
- Full-page color ad in Official Souvenir Book
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 seats to Image Awards Live Telecast and Post-Gala Celebration
- 2 Tickets to Image Awards Non-Televised Awards Dinner and Ceremony
- 2 Tickets to Nominees Luncheon
- 2 Tickets to Hollywood Bureau Symposium

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# 48TH NAACP IMAGE AWARDS® SPONSORSHIP OPPORTUNITIES

**Hotel Key  
Sponsor \$50,000**

## Special Promotional Opportunity

The NAACP Image Awards' host hotel is the historic Langham Huntington in Pasadena, CA. Image Awards participants will experience timeless grandeur of this Southern California landmark nestled at the base of the picturesque San Gabriel Mountains. Arriving guests will receive a customize logo with your key as they check-in to one of the 380 elegantly furnished rooms, suites, and cottages each designed to reflect the grace and beauty of classic Southern California. Throughout their hotel stay Image Awards participants will be reminded of your company's support of the NAACP and Image Awards. **Benefits include:**

- Recognized as the Sponsor of the 48th NAACP Image Awards in all press releases and on printed collateral materials where sponsors are listed
- Prominent branding on all room keys/key holders at host hotel
- Opportunity to air corporate video/commercial in live telecast venue
- Full-page color ad in Official Souvenir Journal
- Name/logo prominently displayed on on-site signage
- Logo and link on NAACP Image Awards website through June 2017
- 4 seats to Image Awards Live Telecast and Post-Gala Celebration
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**SPONSORSHIP OPPORTUNITIES**

# Commitment Form

**We are proud to make a commitment as a sponsor of the  
48th NAACP Image Awards**

(Company/Organization)\_\_\_\_\_ will support at the level of

\_\_\_\_\_ as a \_\_\_\_\_ (Sponsor type)

Company website:\_\_\_\_\_

Primary Contact:\_\_\_\_\_

Email Address:\_\_\_\_\_

Office Address:\_\_\_\_\_

Business Telephone:\_\_\_\_\_

Alternate Telephone:\_\_\_\_\_

**The NAACP is a 501 (C) 3 organization, therefore contributions are tax deductible to the  
fullest extent as allowed by law. Please fax your completed form to:  
NAACP Development office 410-486-9117 or email to [jsigmon@naacpnet.org](mailto:jsigmon@naacpnet.org).**

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**SPONSORSHIP OPPORTUNITIES**

**TO CONFIRM  
YOUR SPONSORSHIP**

**Contact:**

**Tony Covington**

**Senior Director, Corporate Affairs**

**410.580.5617 | [tcovington@naacpnet.org](mailto:tcovington@naacpnet.org)**



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