



DEFINE AMERICAN

Define American Summit 2019

THE NATION'S FIRST AND LARGEST CELEBRATION OF AMERICA'S WHOLE STORY

Welcome to Louisville!



October 10-13, 2019

The inaugural Define American National Summit brings together media makers, activists, students, religious leaders, and creative influencers from across the political spectrum to reimagine a new and more accurate narrative on American identity in the 21st century. It is the largest convening ever organized to tell the full and whole story of America.



OVERVIEW & HISTORY



Founded in 2011, Define American is the nation's leading nonprofit culture change organization that fights injustice and anti-immigrant hate through the power of storytelling and narrative change. Through media consulting and creation, grassroots organizing, and event curation, Define American jumpstarts widespread culture change around citizenship, race, and identity in a changing America.

In 2016, we launched the annual Define American Film Festival featuring groundbreaking new films that challenge divisive stereotypes and open up conversations about the multitude of identities that make up America. In 2017, we launched the annual Define American Chapters Convening to build a movement of next generation changemakers to advocate for a campus, community, and country that is safe and welcoming for everyone.

This year, we are building on our success by bringing together the best and biggest aspects of both events to create the first ever Define American National Summit – the nation's largest celebration of America's whole story!





Over the last three years, our events have:

- Sold out tickets every year with nearly 5,000 attendees in Des Moines, IA (2016), Charlotte, NC (2017), Lincoln, NE (2017), Durham, NC (2018) and Chicago, IL (2018)
- Reached over 1.5 million viewers through our livestreams with media partner NowThis
- Presented panels featuring over 90 celebrities, influencers, and national thought leaders, including Paola Mendoza (Women's March), Melissa Harris-Perry (Elle Magazine), and Rafael Augustin (CW's *Jane the Virgin*)
- Spurred critical — and necessarily uncomfortable — conversations and challenged thousands of audience members and viewers across the country to reimagine how they define “American.”

Define American was recognized as one of *Fast Company's* Most Innovative Companies of 2019 in the TV and Film category, ranking us among entertainment industry heavy hitters like Warner Bros. (*Crazy Rich Asians*), Participant Media (*Green Book*), and Blumhouse (*Get Out*).

ABOUT THE DEFINE AMERICAN NATIONAL SUMMIT

From October 10-13, 2019, Define American will hold a 3-day convening hosted by the Define American Chapters at the University of Louisville in Louisville, KY. This physical gathering will enable thought leaders from across the country to network with local leaders and organizers to build a multi-sector movement focused on reimagining our 21st-century American identity and advancing a more accurate inclusive narrative through media. The Define American National Summit is a public event which will welcome over 1,000 attendees, including 300 Define American Chapter leaders from over 26 states.

This year's convening will feature themes that include:

- Exploring American Identity through Media, Storytelling, and Entertainment
- Changing the Future Community to Community: Leadership and Organizational Development
- Mental Health & Self Care: Healthy Habits, Less Burn Out, and More Culture Change



LIST OF COLLEGE CHAPTERS

Abilene Christian University	Florida Atlantic University	Southern Illinois University
Aims Community College	Foothill College	SUNY at Geneseo
American University	Franklin and Marshall College	St. Mary's University
Arise High School	George Washington University	Stanford University
Aurora University	Guilford College	Summit Rainier High School
Benedictine University	Hofstra University	Texas Tech University
Berkeley City College	Humboldt State University	Trinity Washington University
Bowdoin College	Johns Hopkins University	University of California, Merced
Brandeis University	Laney College	University of Colorado, Boulder
Brookhaven College	Milwaukee School of Engineering	University of Houston
California State University, Sacramento	Nebraska Wesleyan University	University of Louisville
California State University, East Bay	New York University	University of Nebraska—Lincoln
Carleton College	North High School	Univeristy of Nebraska-Kearney
Case Western Reserve University	Providence College	University of Maryland College Park
Columbia University	Queens College	University of Nevada
Community College of Philadelphia	Rutgers University—Camden	University of North Carolina at Chapel Hill
Davidson College	Rutgers University—New Brunswick	University of Oregon
DePauw University	Rutgers University—Newark	University of Texas Rio Grande Valley
Duke University	Saint Mary's College	University of the Incarnate Word
Durham Performance Learning Center	San Rafael High School	University of Washington
Fordham University	Seattle University	University of Wyoming
	South Plains College	



MAP OF COLLEGE CHAPTERS



Levels of Sponsorship

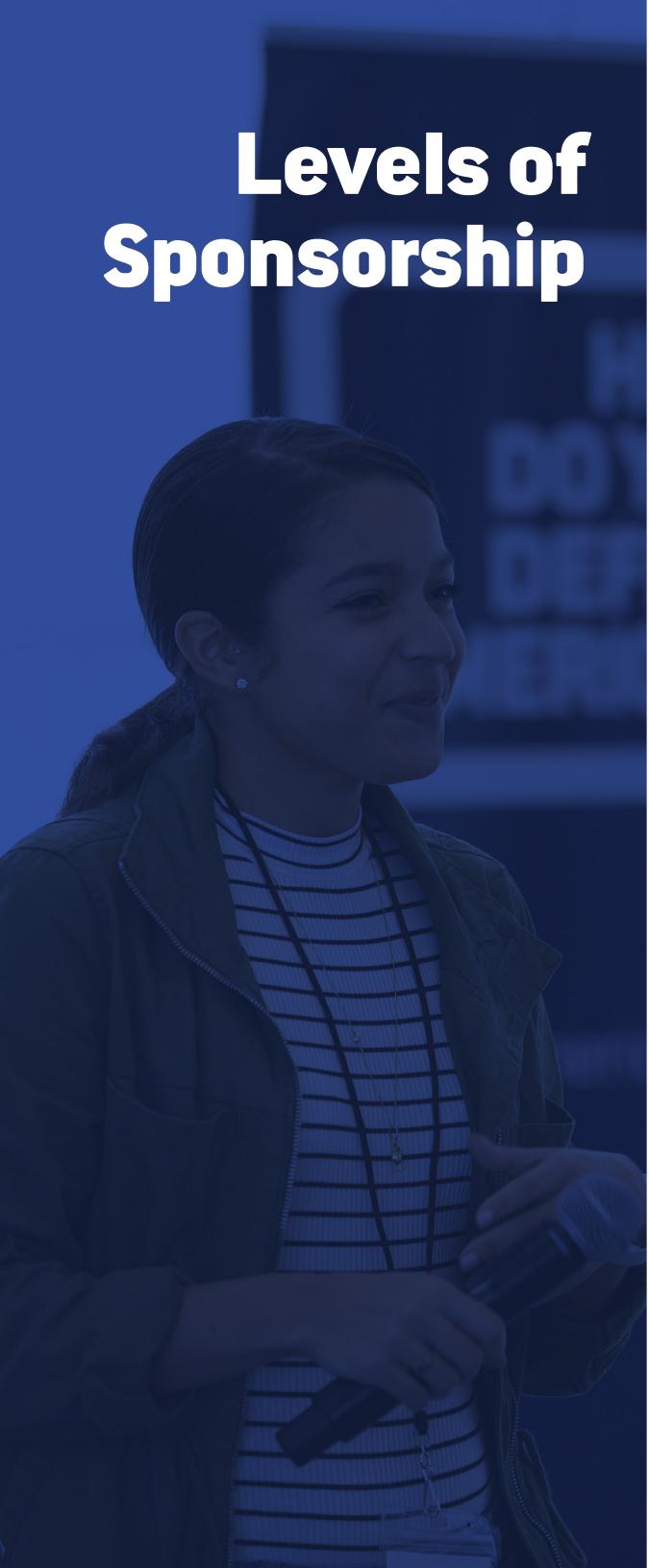


LEVELS OF SPONSORSHIP

Sponsors of the Define American National Summit may enjoy visibility to:

- Over 1.5 million students across 63 institutions nationally through campus newsletters and social media promotion
- Print material posted and distributed widely to University of Louisville's student body of 21,000
- Direct invitation to over 500 immigrant and ally student leaders locally and nationally
- Social media mentions shared with 101,000 Define American followers
- Logo recognition on Define American website, averaging 28,000 hits monthly
- Email newsletters to over 89,000 Define American subscribers

Levels of Sponsorship



PRESENTING SPONSOR \$50,000

Category exclusivity

- Exclusive designation as Presenting Sponsor of the 2019 Define American National Summit
- Exclusive sponsor logo placement on event program cover
- Two-page advertisement in event program
- Logo recognition on all event materials, including:
 - Invitation
 - Website
 - Program
 - On-site signage
 - Step & Repeat
- Prominent mention in press release
- Additional mentions in all media advertising: print, online and radio
- 4 Define American social media mentions

Levels of Sponsorship



GRADUATE SUPPORTER \$25,000

- One-page advertisement in event program
- Logo recognition on all event materials, including:
 - Invitation
 - Website
 - Program
 - On-site signage
 - Prominent mention in press release
- Additional mentions in all media advertising: print, online and radio
- 2 Define American social media mentions

Levels of Sponsorship



SENIOR SUPPORTER \$15,000

- One-page advertisement in event program
- Logo recognition on all event materials, including:
 - Invitation
 - Website
 - Program
 - On-site signage
 - Step & Repeat
 - 1 Define American social media mentions

JUNIOR SUPPORTER \$10,000

- Half-page advertisement in event program
- Logo recognition on all event materials, including:
 - Invitation
 - Website
 - Program
 - On-site signage

Levels of Sponsorship



SOPHOMORE SUPPORTER \$5,000

- Quarter-page advertisement in event program
- Logo recognition on all event materials, including:
 - Invitation
 - Website
 - Program
 - On-site signage

FRESHMAN SUPPORTER \$2,500

- Name or logo recognition in event program
- Name or logo recognition on Define American website

THE THREE PILLARS OF OUR WORK

In order to shift the conversation about citizenship, race, and identity in today's changing America, Define American works through three main pillars that harness the power of media and people to advance a more accurate and humanizing understanding of those who are often perceived as the "other".

CREATIVE INITIATIVES

Entertainment media and pop culture have the power to educate, influence, and create a social script for the way that we perceive and treat one another. Define American is the foremost immigration expert in the film and television space working to improve the portrayal of immigrants and people of color in film and television. We consult for networks like NBC, CBS, Netflix, Hulu, and MTV, and we create original award-winning multimedia projects which have reached millions of viewers nationwide.

NEWS MEDIA

The language that we see in news media affects the way we view and think about an issue. Our News Media Program changes the way the media talks about immigrants. We have successfully compelled more than 44 news organizations—including the Associated Press—to change their style guides and drop dehumanizing, non-fact-based terms.

CHAPTERS

Define American's Chapters program is the fastest-growing program of its kind in the nation with over 600 leaders on 64 campuses across 26 states. We are the largest network of student organizations focused on media and culture change. Through the Define American National Summit, we are bringing together these Chapters leaders and building a national movement of next generation changemakers to advocate for a campus, community, and country that is inclusive, welcoming, and safe for everyone.



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