

**THE AVERY RESEARCH CENTER**  
*FAMILY REUNION*

**AUGUST 28, 2022**



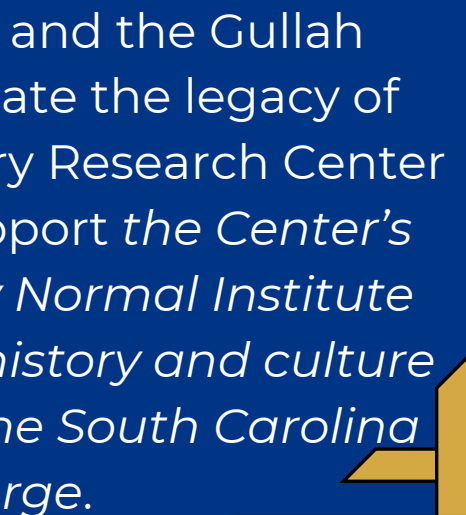
COLLEGE *of*  
CHARLESTON  
AVERY RESEARCH CENTER

**2022 EVENT  
SPONSORSHIP  
OPPORTUNITIES**

# Celebrate All Aspects of Gullah Geechee Culture at the Avery Family Reunion

The Avery Research Center for African American History and Culture has been an integral part of the Lowcountry community since its inception as the Avery Normal Institute in 1865. Born during the post-war era when many schools were created to bring education to African Americans, the Avery Normal Institute served as a hub in the Charleston community for Black Excellence for nearly 90 years. The Avery Research Center for African American History and Culture continues to build upon that foundation through its mission to collect, preserve, and promote the unique history and culture of the African diaspora.

To celebrate the opening of another academic year and to pay honor to the institutions founded to uplift the Black community, the Avery Research Center will host **The Avery Family Reunion: MyHBCU** on August 28, 2022. To reach over 2,000 people from across the Lowcountry, this daylong celebration will highlight local music, cuisine, art, artisans, business owners, and the Gullah Geechee Culture. Join us as we celebrate the legacy of Black education and support the Avery Research Center by becoming a sponsor. Proceeds support *the Center's work preserve the legacy of the Avery Normal Institute and educate the community on the history and culture of African Americans in Charleston, the South Carolina Lowcountry, and South Carolina at large.*



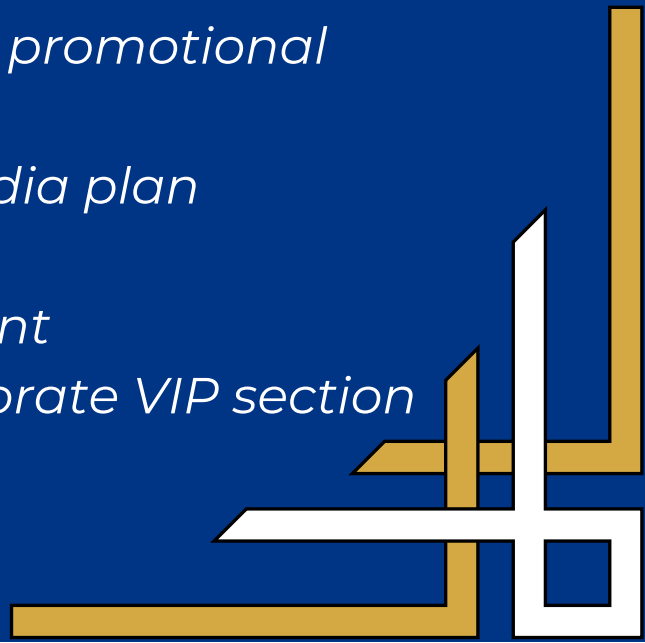
# Sponsorship Packages

## *Platinum Sponsor: \$10,000*

- Naming rights to the event*
- Top recognition in all marketing collateral, including event graphics, press release, media coverage, and newsletters*
- Use of McKinley Washington Auditorium for an individual special event\**
- Corporate logo on all event signage and promotional material*
- Full integration into event's social media plan*
- Website inclusion for one year*
- Verbal recognition during event*
- 10 complimentary tickets for Corporate VIP section*

## *Gold Sponsor: \$5,000*

- Recognition in all marketing collateral including event graphics, press release, media coverage, and newsletters.*
- Use of McKinley Washington Auditorium for an individual special event\**
- Inclusion in all event signage and promotional materials*
- Integration into event's social media plan*
- Website inclusion for one year*
- Verbal recognition during the event*
- 5 Complimentary tickets for Corporate VIP section*



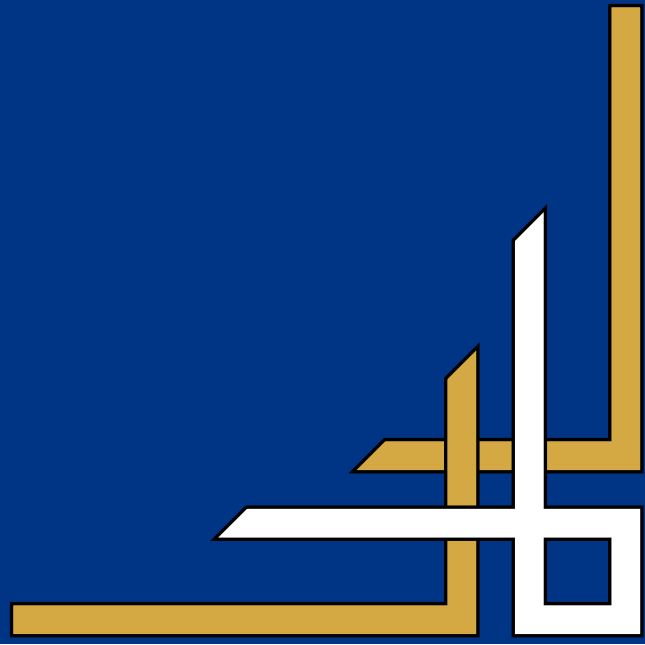
# Sponsorship Packages

## *Silver Sponsor: \$1,500*

- Recognition in all marketing collateral, including event graphics, press release, media coverage, and newsletters*
- Inclusion in all event signage and promotional materials*
- Integration into event's social media plan*
- Website inclusion for one year*
- Verbal recognition during event*
- 3 complimentary tickets for Corporate VIP section*

## *Bronze Sponsor: \$750*

- Inclusion in all event signage and promotional materials*
- Website inclusion for 6 months*
- 2 Complimentary tickets for Corporate VIP section*



# Sponsorship Pledge Form

I agree to sponsor the "Avery Family Reunion" on Sunday, August 28, 2022 at the following level (check one):

\_\_\_\_\_ Platinum Sponsor- \$10,000

\_\_\_\_\_ Gold Sponsor- \$5,000

\_\_\_\_\_ Silver Sponsor- \$1,500

\_\_\_\_\_ Bronze Sponsor- \$750

By signing below, I agree to be a sponsor for the Avery Research Center's "The Avery Family Reunion" event at the level indicated above. Sponsorships pledged by June 30, 2022 will be acknowledged in event materials and other associated benefits with sponsorship level.

---

Company/Individual Name (as you wish the gift to be acknowledged)

---

Company/Individual Address

---

Company Rep./Individual Name

Email

Phone

---

Signature

Date

**ALL SPONSORSHIPS** must be pledged by June 30, 2022 to ensure inclusion in event materials and other associated benefits with sponsorship level.

Full payment must be received by July 30, 2022.

**Checks should be made payable and mailed to:**

Avery Research Center for African American History and Culture  
125 Bull Street  
Charleston SC, 29424

Phone: (843) 953-3393 Email: [averyprograms@cofc.edu](mailto:averyprograms@cofc.edu)

Questions? Contact Brian Sisco [siscobr@cofc.edu](mailto:siscobr@cofc.edu)