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

**Date**
Friday, December 5, 2014

**Location**
Lincoln Theatre, 1215 U St NW, Washington, D.C. 20009

The American-Arab Anti-Discrimination Committee (ADC) is excited to present our fourth annual cultural event entitled, "Turaath: Arab Music from Baghdad to Andalusia," at Lincoln Theatre on Friday, December 5, 2014 at 8:00 pm. This year’s event will celebrate the intersections of Arab and Spanish culture, featuring the legendary oud and violin composer Simon Shaheen and his Qantara ensemble, and renowned *malouf* singer Sonia M’barek.

**Our target audience is your target audience**

**Attendees will include:**
- ADC members
- Government and political officials
- Policy makers
- Academics and researchers
- Nonprofit organizations
- Grassroots organizers
- National media
- Small business owners
- IT, medical, and engineering professionals
- Attorneys and other legal professionals
- Students
- Young professionals

ADC anticipates your sponsorship, advertisement, and active participation in this year’s Turaath. 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 Turaath.

**Important Dates & Deadlines**
The following are important dates and deadlines:
- All applications are due by Monday, November 24 at 5 pm
- Ads are due by Monday, November 24 at 5 pm
- Final payments are due by Friday, November 28 at 5 pm

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

**As a sponsor of Turaath you will:**
- Reach decision makers from government agencies, embassies, corporations, small businesses, nonprofits, and academic institutions.
- Increase national awareness of your organization through the Turaath website, the ADC E-Times newsletter (50,000 readers), publicity flyers and brochures (5,000 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:**
- Dish Network
- Aramco Services Company
- Marathon Oil
- DTE Energy
- Qatar Airways
- Middle East Airlines
- British Midland International (BMI)
- Stickley Furniture
- Object Design
- Damascus Bakeries
- Basha Diagnostics
- Georgetown Design Group
- Farouk Systems
- Arabtec Construction
- Hilton Worldwide
- BLS Limo Group
- Midamar Foods
- St. Jude Children’s Research Hospital
- National Arab American Medical Association
- Middle Eastern American (MEA) TV & Radio
- State Farm
- Spectrum Radio
- USA Networks Characters Unite:
  - NBC Universal
**Sponsor Levels**

**Presenting Sponsor Package • $50,000**
- Recognized as Presenting Sponsor
- Acknowledged as Presenting Sponsor in all event advertising
- Acknowledged as Presenting Sponsor in event news releases
- Acknowledged as Presenting Sponsor on all event signage
- Twenty-Five (25) complimentary VIP tickets
- Live stage mentions during event
- Logo displayed in premium location during event
- Logo hyperlink on Turaath website
- Logo recognition as Presenting Sponsor in event program
- One (1) full-page color ad in program

**Platinum Sponsor Package • $25,000**
- Recognized as Platinum Sponsor
- Acknowledged as Platinum Sponsor in all event advertising
- Acknowledged as Platinum Sponsor in event news releases
- Acknowledged as Platinum Sponsor on all event signage
- Fifteen (15) complimentary VIP tickets
- Live stage mentions during event
- Logo displayed in premium location during event
- Logo hyperlink on Turaath website
- One (1) full-page color ad in program

**Gold Sponsor Package • $10,000**
- Recognized as Turaath Gold Sponsor
- Acknowledged as Gold Sponsor in all event advertising
- Acknowledged as Gold Sponsor in event news releases
- Acknowledged as Gold Sponsor on all event signage
- Ten (10) complimentary VIP tickets
- Live stage mentions during event
- Logo hyperlink on Turaath website
- One (1) full-page color ad in program

**Silver Sponsor Package • $5,000**
- Recognized as Silver Sponsor
- Acknowledged as Silver Sponsor in all event advertising
- Acknowledged as Silver Sponsor in event news releases
- Acknowledged as Silver Sponsor on all event signage
- Five (5) complimentary VIP tickets
- Live stage mentions during event
- Logo hyperlink on Turaath website
- One (1) full-page black and white ad in program

**Supporter • $1,500**
- Listing in Turaath materials and on-site at event
- Two (2) complimentary VIP tickets
- Recognition on Turaath website

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**Advertise in the Turaath Program Book**

The Turaath event program book is a high-profile, valuable and advertising medium and an important guide for all attendees. Advertising in the book not only directly supports ADC, but also promotes you as a supporter of a valued organization in the community. The book is distributed to all, guests, performers, and sponsors at the event, and is subsequently used the following year in promoting advertisement commitments. It promotes your organization for an indefinite time period.

**Ad Specifications & Rates**

<table>
<thead>
<tr>
<th>Color Ad</th>
<th>Black &amp; White Ad</th>
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</thead>
<tbody>
<tr>
<td>Full Page ($1,000)</td>
<td>Full Page ($750)</td>
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<tr>
<td>Half Page ($500)</td>
<td>Half Page ($500)</td>
</tr>
<tr>
<td>Quarter Page ($250)</td>
<td>Quarter Page ($250)</td>
</tr>
</tbody>
</table>

*Only one (1) space available

**Note:** Review specifications carefully before submitting your ad. We require electronic artwork to be high-resolution (300 dpi) and in the format of a .pdf, or .jpg file. We cannot accept any ad or photo that is in a Microsoft Word, Powerpoint, or Publisher document. The printer and/or publisher cannot be held liable for print quality of ads not arriving in correct formats, or when files are submitted without an acceptable proof.

Email completed ads to turaath@adc.org by Monday, November 24, 2014 at 5 pm.
Title Name
Organization

Address
City/State/Province
Country/Postal Code

Phone (indicate type)
Fax

Email
Website

Total Amount Due
$_____________________

We accept (please indicate your preferred payment method below):
☐ Send Invoice  ☐ Check enclosed  ☐ Visa  ☐ MasterCard  ☐ American Express

Color Ad
☐ Inside Front Cover $2,500
☐ Inside Back Cover $2,500
☐ Back Cover $5,000
☐ Full Page (Color) $1,000

Black & White Ad
☐ Full Page $750
☐ Half Page $500
☐ Quarter Page $250

Sponsor Packages
☐ Presenting $50,000
☐ Platinum $25,000
☐ Gold $10,000
☐ Silver $5,000
☐ Supporter $1,500
☐ Contributor (in-kind, donation)

Tickets

<table>
<thead>
<tr>
<th>Type</th>
<th>VIP</th>
<th>Premier</th>
<th>General Admission</th>
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<tr>
<td>Price</td>
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<td>$100</td>
<td>$50</td>
<td>$30</td>
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<tr>
<td>Qty.</td>
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☐ I/we cannot attend, but please accept a gift of $_______________ to ADC/ADC Research Institute (circle one).
☐ I am interested in donating an auction item. Please contact me.

Credit Card Number
Expiration Date
Security Code

Cardholder Name
Billing Address, if different from primary contact

Full payment is due upon execution of this Application. 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 November 24, 2014 Early response will ensure acknowledgement through pre-event promotion.

SEND COMPLETED APPLICATION WITH PAYMENT BY NOVEMBER 24, 2014

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

• BY FAX to (202) 333-3980
• BY EMAIL to turaath@adc.org
• BY MAIL to 1990 M Street NW, Suite 610
  Washington, DC 20036