American-Arab Anti-Discrimination Committee
Presents

Celebrating Arab Culture in America

November 22, 2015
Media & Sponsorship Kit
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.

**Dates**
Sunday, November 22, 2015

**Location**
The Historic Lincoln Theatre: 1215 U Street, NW Washington, D.C. 20009

The American-Arab Anti-Discrimination Committee (ADC) is excited to present our fifth annual cultural event entitled “Turaath: Celebrating Arab Culture in America,” at The Historic Lincoln Theatre on Sunday, November 22, 2015 at 6:00 pm. This year’s event will feature the Wishah Popular Dance Troupe. Through their performances, the group aims to advance Palestinian and Arab popular dancing and to preserve it from marginalization. For Turaath, Wishah’s performance will incorporate melodies and movements from many Arab regions.

Our target audience is your target audience

**Attendees will include:**
- ADC members from the East Coast
- 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

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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 options 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 Tuesday, November 15 at 5pm
- Ads are due by Tuesday, November 15 at 5 pm
- Final payments are due by Tuesday, November 15 at 5pm

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, and the event program book.
- Demonstrate your organization or business’ commitment to freedom and civil rights.
- Be recognized as a key sponsor of ADC.

**Past ADC sponsors and advertisers have included:**
- Al-Monitor
- Aramco Services Company
- BLS Limo Group
- Bashia Diagnostics
- British Midland International (BMI)
- Busboys and Poets
- Consolidated Contractors Company
- DTE Energy
- Dish Network
- Farouk Systems
- Georgetown Design Group
- Marathon Oil
- Midamar Foods
- Middle East Airlines
- Middle Eastern American (MEA) TV & Radio
- National Arab American Medical Association
- Object Design
- Qatar Foundation
- Spectrum Radio
- St. Jude Children’s Research Hospital
- State Farm
- Stickly Furniture
- USA Networks’ Characters Unite: NBC Universal
- Ziyad Brand
Sponsor Levels

Event underwriting opportunities are available. Contact ADC to create your custom package!

Underwriter 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 (20) 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, cover or 2-page spread
- 60-second promotional video at event

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

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
- 30-second promotional video at event

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 page ad in program

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

Advertise in the Turaath Program Book

The Turaath event program book is a high-profile and valuable 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.

Ad Specifications & Rates

<table>
<thead>
<tr>
<th>Ad</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
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</thead>
<tbody>
<tr>
<td>Color Ad</td>
<td>5.5&quot; x 8&quot;</td>
<td>5.5&quot; x 4&quot;</td>
<td>2.75&quot; x 4&quot;</td>
</tr>
<tr>
<td>Black &amp; White Ad</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
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- Inside Front Cover...$2,500*
- Inside Back Cover...$2,500*
- Back Cover.............$5,000*
- Full Page (Color).....$1,000
- Full Page................$750
- Half Page..............$500
- Quarter Page.........$250

*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 adc@adc.org by November 15, 2015
Turaath: Celebrating Arab Culture in America
Application Form

Primary Contact Information

All information is required; incomplete applications will not be processed.

Title __________________________ Organization __________________________

Name __________________________

Address __________________________ __________________________

City/State/Province __________________________ Country/Postal Code __________________________

Phone (indicate type) __________________________ Fax __________________________

Email __________________________ Website __________________________

Sponsor Packages

☐ Underwriter $50,000

☐ Platinum $25,000

☐ Gold $10,000

☐ Silver $5,000

☐ Supporter $1,500

☐ Contributor (in-kind, donation)

☐ I/we cannot attend, but please accept a gift of $__________ to ADC/ADC Research Institute (circle one).

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

Total Amount Due $__________

We accept (please indicate your preferred payment method below):

☐ Send Invoice ☐ Check enclosed ☐ Visa ☐ MasterCard ☐ American Express

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 15, 2015. Early response will ensure acknowledgement through pre-event promotion.

SEND COMPLETED APPLICATION WITH PAYMENT BY NOVEMBER 15, 2015

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

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