



NEW VISIONS  
**NEW DIRECTIONS**  
64th Annual HUMAN RIGHTS DINNER

Dear Friend:

The Pittsburgh Branch of the National Association for the Advancement of Colored People (NAACP) is hosting its **64th Annual Human Rights Dinner on Tuesday, May 1, 2018, at 6:00 p.m., at the Westin Convention Center Hotel, 1000 Penn Avenue, Pittsburgh, PA 15222.**

Since our founding over 100 years ago, the Pittsburgh NAACP has worked to achieve a more inclusive and diverse Pittsburgh. We recognize that although great strides have been made, there is still much work to be done. This year we have chosen **"New Visions - New Directions"** as our theme.

Each year the dinner is our special way of recognizing individuals in the community who have made significant strides towards advancing civil rights. In addition, the dinner raises funds for the Pittsburgh branch to implement effective local and national NAACP civil rights programs focusing on the areas of **Health, Wealth, and Education.**

Attached is a list of sponsorship levels and advertising opportunities. We invite you to participate at a leadership level. Your advertisement will appear in the dinner commemorative journal, which has a readership that far exceeds the 700 actual dinner guest.

Please consider your support of this important work of the NAACP. **Contributions can be remitted to the Pittsburgh NAACP, 2203 Wylie Avenue, Pittsburgh, PA 15219 by Monday, April 23, 2018.**

All logo and advertisements are to be forwarded to [tcarlisle@naACP-pittsburgh.org](mailto:tcarlisle@naACP-pittsburgh.org) by April 23, 2018. Please see details regarding journal advertisements on the next page. Please include your sponsorship level and the size of your ad in your email. Also include your organization name and "NAACP Ad" in the subject line.

We look forward to your participation and support of this important community event. Please feel free to call us at (412) 471-1024 with any questions you may have.

Sincerely,

**Richard A. Stewart, Jr.**  
President  
NAACP Pittsburgh  
64th Annual Human Rights Dinner

**Gregory K. Peaslee**  
Executive Vice President  
UPMC  
Co-Chairman  
Corporate Committee

**Quintin Bullock, DDS**  
President  
CCAC  
Co-Chairman  
Corporate Committee



NEW VISIONS  
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64th Annual HUMAN RIGHTS DINNER

**Presenting Sponsor - \$35,000**

- Outside back cover page advertisement on program booklet
- Remarks during dinner
- Display of logo in all advertisements
- 2 Premium tables of 10 guest with company name and logo displayed on table
- Recognition during public service announcements
- Recognition during radio and television broadcasts
- Logo on Social Media Marketing

**Diamond Sponsor - \$25,000**

- Inside back cover advertisement in program booklet
- Display of logo on all advertising
- Recognition during public service announcements
- Recognition during radio and television broadcasts
- Logo on Social Media Marketing
- 2 Premium tables of 10 with company name and logo displayed on table

**Platinum Sponsor - \$20,000**

- Full page advertisement in program booklet
- Logo on all advertising
- Recognition during public service announcements
- Recognition during radio and television
- Logo on social marketing material
- 2 Premium tables of 10 with company name and logo

**Gold Sponsor - \$15,000**

- Full page advertisement
- Recognition during public service announcements
- Recognition during radio and television
- Logo on social marketing material
- 2 Premium tables of 10

**Silver Sponsor - \$8,000**

- Full page advertisement
- Logo on social media marketing material
- 1 Premium table of 10

**Patron Sponsor - \$5,500**

- Half page advertising
- 1 Premium table of 10

**Equality Ad - \$1,500**

- Full page advertisement

**Justice Ad - \$1,000**

- Half page advertisement

**ADVERTISEMENT SPECS:**

**Deadline: April 23, 2018**

**Preferred Format:**

Ads are to be submitted electronically as a single-page, print-quality PDF Using 300 dpi, press-quality settings.

**Size/Layout:**

Ad must be made to appropriate size  
\* Full Page: 8.5 x 11"  
\* Half Page: 8.5 x 5.5"

**Resolution:**

All PDFs must contain 300-dpi image Files and 1200-dpi for line art. PDFs with lower Resolution will result in an inferior print quality.

**Compression:**

PDFs should have no compression

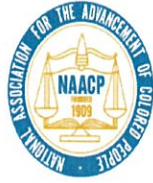
**Fonts:**

All fonts must be embedded

FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT:

Twanda Carlisle  
Office Administrator  
(412) 471.1024 or  
tcarlisle@naacp-pittsburgh.org

**THANK YOU**



**National Association for the Advancement of Colored People**

**64th Annual Human Rights Dinner**

**SOUVENIR JOURNAL Community Supporter CONTRACT**

Thank you for supporting the 64th Annual Human Rights Dinner.

We will have a few pages featuring our Community Supporters. We appreciate your attendance at the event and your inclusion on this page to show your encouragement of current and ongoing programming as well as our efforts that fight for justice and civil rights for all.

Each submitted typed Contract Copy must be Camera Ready. For pictures, please insure that each photo submitted is clear.

AD SIZE -  
Business Card, Logo,  
2x3 Ad, or three lines

BLACK & WHITE  
\$125

Name of Organization/Individual

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Contact Person

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Address

---

---

Phone (Day)

---

Phone(Evening)

---

Ad Size Selected

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Other

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Total Amount of Check \$

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Money Order#

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Make check or money order payable to:

**National Association for the Advancement of Colored People**

**Send to:**

**National Association of Advancement of Colored People**

**2203 Wylie Avenue,**

**Pittsburgh, PA 15219**

**RETURN AD COPY, COMPLETED CONTRACT\* AND PAYMENT BY April 17, 2018**