

African American Cultural Alliance

Community and Family Resources (CFRD)

☎ 215.909.1569

✉ aacalancaster@gmail.com

🌐 www.aacal.org

📍 259 S Ann St #2
Lancaster, PA 17602



Black History Month
Juneteenth
Black Excellence Gala
Impact Business Network
Performing Arts
African American Cultural Fair
Winter Wonderland
Black History Month

2027
Year-Long
Partnership Guide

2027 Sponsorship Packages

Events

The African American Cultural Alliance is proud to offer year-long partnership opportunities designed to support our community events, programs, and initiatives. With five partnership levels, organizations can choose the option that best aligns with their goals while gaining meaningful visibility and opportunities to connect with our community. Our Presenting Sponsor receives premier recognition across event materials, VIP access, and a dedicated sponsor booth when applicable. Each level offers unique benefits, promotional exposure, and opportunities to engage with attendees throughout the year. Additional benefits and event-specific opportunities are outlined in the individual event forms included in this guide. Thank you for investing in our community and helping us celebrate culture, connection, and community. We look forward to partnering with you and making this year a success!

For more information about the 2027 Sponsorship Packages, please contact us at aacalancaster@gmail.com or call 215.909.1569.

Supporter Levels

		Sponsor Level					
Event Month		Presenting	Platinum	Gold	Silver	Bronze	Deadline
February	Black History Month	\$5,000	\$2,500	\$1,000	\$500		Jan 31
February	Black Excellence Gala	\$15,000	\$7,500	\$5,000	\$3,000		Feb 1
March	PA State Championship	\$5,000	\$2,500	\$1,000	\$500		Mar. 1
May	African American Cultural Fair	\$20,000	\$10,000	\$5,000	\$2,500	\$1000	May 1
June	Juneteenth	\$5,000	\$2,500	\$1,000	\$500		June 1
Year Round	Impact Business Network	\$3,000	\$1,500	\$1,000	\$500	\$250	Year Round
Year Round	Arts, Culture & Community	\$15,000	\$10,000	\$5,000	\$2,000	\$1,000	Year Round
	INCLUSIVE PACKAGE*	\$68,000	\$36,500	\$18,000	\$9,500	\$2,250	

*If an event or deadline has passed, subtract the amount in the corresponding column for that event and that will be the updated Inclusive package cost.

AACA Sponsorship Packages

Instructions

1. Complete contact information
2. Select logo option

Contact

Date _____

Organization/Business Name _____

Primary Contact Name _____

Primary Contact Title _____

Email _____

Phone _____ Ext. _____

Website _____

Address _____

City _____

Zip _____

Logo

☐ I will email a PNG. or High Resolution JPEG logo to aacalancaster@gmail.com

☐ Please pull a logo from our website listed above

☐ Our logo is on file with the African American Cultural Alliance Community & Family Resources Dept.

☐ No logo. Please just use the Organization/Business Name

Next Steps

1. Complete Part Two of the sponsorship package selection

For more information about the Sponsorship Packages, please contact the African American Cultural Alliance at aacalancaster@gmail.com or call 215.909.1569.

2027 Sponsorship Packages

Selection Part 2

Instructions

1. Select the event(s) your organization/business would like to sponsor and circle the level
2. Select invoice option

Supporter Levels

		Sponsor Level					
Event Selection	Event	Presenting	Platinum	Gold	Silver	Bronze	TOTAL
X	EXAMPLE	\$500	\$400	\$300	\$200	\$100	\$400
	Black History Month	\$5,000	\$2,500	\$1,000	\$500		
	Black Excellence Gala	\$15,000	\$7,500	5,000	\$3,000	\$500	
	PA State Championship	5,000	\$2,500	\$1,000	\$500		
	African American Cultural Fair	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	
	Juneteenth	5,000	\$2,500	\$1,000	\$500		
	Impact Business Network	\$3,000	\$1,500	\$1,000	\$500	\$250	
	Arts, Culture & Community	\$15,000	\$5,000	\$2,000	\$1,000	\$500	
	INCLUSIVE PACKAGE*	68,000	\$36,500	\$18,000	\$9,500	\$2,250	

Grand Total

\$

☐

Invoice each event separately-this option excludes the "Inclusive package"

☐

Invoice the grand total

*If an event or deadline has passed, subtract the amount in that column for that event and that will be the updated Inclusive package cost.

Next Steps

1.Return to 259 S Ann St #2, Lancaster, PA 17602 Attn: AACA or email to aacalancaster@gmail.com

African American Cultural Alliance Black History Month Sponsorship

The Event

The African American Cultural Alliance proudly celebrates African American history, culture, and achievements each year during National Black History Month in February 2027. Throughout the month, we will bring our community together through a variety of programs, cultural activities, and special events. These celebrations provide an opportunity to honor our history, recognize our achievements, and inspire future generations. We invite businesses, organizations, and community members to join us in making these events possible through sponsorship and support. For many years, generous contributions from supporters like you have helped make the African American Cultural Alliance's Black History Month celebrations a success. Your support allows us to continue creating meaningful experiences that educate, celebrate, and bring our community together.

Supporter Levels



Bronze \$250

- Logo on Black History Month Site



Gold \$1000

- Logo placement on promotional materials
- Logo placement on event website
- Recognition at Black History Month events
- Logo placement on event signage
- 1 social media recognition post
- 4 complimentary tickets to applicable events



Presenting \$5000

- Exclusive Presenting Sponsor recognition
- Premier logo placement on Black History Month promotional materials
- Recognition at Black History Month events
- Dedicated sponsor spotlight
- Sponsor/vendor table at applicable events
- Premier logo placement on event signage
- 3 dedicated social media recognition posts
- 10 complimentary tickets to applicable events



Silver \$500

- Logo placement on promotional materials
- Logo placement on event website
- Recognition at Black History Month events
- Logo placement on event signage
- Social media recognition mention
- 2 complimentary tickets to applicable events



Platinum \$2500

- Prominent logo placement on promotional materials
- Logo placement on event website
- Recognition at Black History Month events
- Sponsor/vendor table at applicable events
- Logo placement on event signage
- 2 dedicated social media recognition posts
- 6 complimentary tickets to applicable events

Deadline: Jan 31

Black Excellence Gala

The Event

The Black Excellence Award Gala is a powerful and inspiring evening dedicated to celebrating achievement, culture, leadership, and community. This annual event honors exceptional individuals, businesses, and organizations whose accomplishments, dedication, and service embody the spirit of Black excellence. Guests will come together for an evening of recognition, celebration, networking, and inspiration as we shine a spotlight on those making a meaningful impact in our community.

Supporter Levels



Bronze \$1,000

- 2 VIP tickets with reserved seating
- Name line listing on event signage
- Social media recognition on thank you post



Gold \$5,000

- 8 event tickets with premium seating
- Logo and link featured on AACA event webpage
- Recognition in 2 dedicated social media posts
- Recognition from the podium



Presenting \$15,000

- 15 event tickets with VIP table in the front of the ballroom
- Prominent branding as "Black Excellence Gala presented by [Sponsor]"
- Opportunity for a 30-second speech during welcome
- Logo on event flyer and program booklet
- 4 dedicated social media posts
- Exclusive meet & greet with honorees and performers
- Full-page ad in Souvenir Journal



Silver \$3,000

- Special opportunity to present an award to the recipient
- Logo and link featured on AACA event webpage
- Name/Logo on event signage
- 6 VIP tickets with reserved seating



Platinum \$7,500

- 10 event tickets with premium seating
- Logo featured on marketing materials
- Full-page ad in Souvenir Journal
- Recognition in event-night video montage
- 2 dedicated social media posts
- 1 email blast highlight

Deadline: February 1

PA State Championship Drill Team & Drumline Competition

The Event

The PA State Championship Drill Team & Drumline Competition brings together talented teams from across Pennsylvania for an exciting celebration of precision, discipline, music, and cultural expression at the Pennsylvania State Capitol. Teams will compete in a high-energy showcase featuring dynamic drill routines, powerful drumline performances, and impressive displays of teamwork and creativity. This event provides youth and community organizations an opportunity to showcase their talent, build confidence, and compete for the title of PA State Champion.

Supporter Levels



Silver \$500

- Logo on event materials
- Website sponsor recognition
- Group social media recognition
- Recognition during awards ceremony
- 2 event tickets



Gold \$1000

- Logo on event materials
- Website sponsor recognition
- Dedicated social media promotion
- Announcer recognition
- Recognition during awards ceremony
- 4 event tickets



Presenting \$5000

- Official "Presented By" recognition
- Website sponsor recognition
- Premier logo placement on all major event flyers
- Logo on main stage/event backdrop
- Full-page program advertisement
- 4 dedicated social media promotions
- Multiple announcers mentions throughout the event
- Special recognition during awards
- Opportunity to present the PA State Champion Award
- 10 VIP tickets
- Championship Sponsor plaque



Platinum \$2,500

- Prominent logo placement on flyers
- Logo on event backdrop
- Website sponsor recognition
- 2 dedicated social media promotions
- Multiple announcer mentions
- Special recognition during awards
- Opportunity to present an award
- 6 VIP tickets
- Premium Sponsor plaque

Deadline: March 1

African American Cultural Fair

The Event

The AACA African American Cultural Fair & Parade is a vibrant community celebration that brings people together to honor, showcase, and celebrate African American culture, history, and achievement. The multi-day event features live music and entertainment, cultural performances, local vendors, delicious food, family-friendly activities, community resources, and a colorful parade. The Fair creates opportunities for local businesses, artists, community organizations, and entrepreneurs to connect with thousands of attendees while highlighting the rich contributions and traditions of the African American community.

Supporter Levels



Bronze \$1,000

- Company name listed in program booklet
- Logo on event T-shirt
- Logo on official AFRAM website
- Inclusion in selected marketing materials
- Social media promotion



Gold \$5,000

- Logo on sponsor banner
- Logo on event T-shirt
- Company logo displayed throughout the event
- 2-day premium booth/display
- 1-page program booklet
- Linked logo on official AFRAM website
- Logo included in selected marketing materials
- Social media promotion
- Company banner displayed in the midway



Presenting \$20,000

- Linked logo on official AFRAM website
- Logo included in all major marketing materials
- Featured social media promotion
- Reserved concert and parade seating
- MC recognition every night
- Company representative has the opportunity to introduce the featured act
- Logo on sponsor banner
- Company representative opens the parade
- Premier placement on event T-shirt
- Logo prominently displayed throughout the event
- 5-day premium booth/display
- 2-page program booklet ad



Silver \$2,500

- Logo on sponsor banner
- Logo on event T-shirt
- 1-day premium booth/display
- ½-page program booklet
- Logo on official AFRAM website
- Logo included in selected marketing materials
- Social media promotion



Platinum \$10,000

- Logo on sponsor banner
- Logo on event T-shirt
- Company logo displayed throughout the event
- 2-day premium booth/display
- 1-page program booklet
- Linked logo on official AFRAM website
- Logo included in selected marketing materials
- Social media promotion
- Company banner displayed in the midway

Deadline: May 1

Juneteenth Sponsorship

The Event

This celebration serves as a beacon of unity, bringing together people from diverse backgrounds to honor Juneteenth and celebrate the journey toward freedom, equality, and liberation. It is a time to reflect on the sacrifices and resilience of those who fought for freedom while recognizing the strength, achievements, and continued progress of the African American community. Through connection, education, and celebration, Juneteenth reminds us of the importance of standing together and supporting one another. Attendees will enjoy a vibrant experience featuring delicious food, live musical performances, cultural vendors, informative community resource booths, local businesses, and family-friendly entertainment.

Supporter Levels



Bronze \$500

- Sponsor Recognition Certificate
- Logo on Event Website & Printed Materials



Silver \$1000

- Sponsor Recognition Certificate
- Logo on Event Website & Printed
- Materials Website Link on Event Website



Gold \$1500

- Sponsor Recognition Certificate
- Logo on Event Website & Printed
- Materials Website Link on Event Website
- Logo on event T-shirt



Platinum \$2,500

- Sponsor Recognition Certificate
- Logo on Event Website & Printed
- Materials Website Link on Event Website
- Special Mention at event
- Logo on event T-shirt



Presenting \$5,000

- Sponsor Recognition Certificate
- Logo on Event Website & Printed Materials
- Website Link on Event Website
- Special Mention from the podium
- Logo on event T-shirt
- Logo on Presentation materials
- Top billing on all event materials, as well as exclusive access to VIP events and a dedicated sponsor booth when applicable.

Deadline: June 1



215.909.1569



aacalancaster@gmail.com



259 S Ann St #2, Lancaster, PA 17602

Impact Business Network

The Event

Impact Business Network is an initiative of the African American Cultural Alliance designed to empower, connect, and elevate Black entrepreneurs, professionals, and small business owners. Through business expos, mixers, networking events, mentorship, and access to valuable resources, the program creates opportunities to showcase Black-owned businesses, build meaningful partnerships, increase visibility, and strengthen business growth. By connecting innovators, leaders, and community members, Impact Business Network helps create a stronger economic foundation while supporting long-term success, community investment, and generational wealth.

Supporter Levels



Bronze \$250

- Community Sponsor recognition
- Name/logo in program
- Website recognition
- Social media recognition
- Recognition at networking events
- Complimentary event registration



Silver \$1,000

- Silver Sponsor recognition
- Logo on select materials
- Program recognition
- Website recognition
- Social media recognition
- Recognition at networking events
- Complimentary event registrations



Gold \$2,000

- Gold Sponsor recognition
- Logo on promotional materials
- Website recognition
- Social media recognition
- Recognition at networking events
- Vendor/exhibit space
- Complimentary event registrations



Presenting \$4,000

- Presenting Sponsor recognition
- Premier logo placement
- Logo on event materials
- Featured website recognition
- Dedicated social media promotion
- Recognition at networking events
- Opportunity to address attendees
- Premium vendor/exhibit space
- Complimentary event registrations



Platinum \$3,000

- Premier Sponsor recognition
- Prominent logo placement
- Logo on event materials
- Website recognition
- Social media promotion
- Recognition at networking events
- Preferred vendor/exhibit space
- Complimentary event registrations

Year-Round

Art, Culture & Community

Youth, Families & Adults

The Event

Cultural Impact Academy is a cornerstone program of the African American Cultural Alliance, providing youth and adults with opportunities to learn, grow, and express themselves through dance, drum, and band instruction. Rooted in the spirit of "The Village," the program focuses on mentorship, brotherhood, sisterhood, citizenship, performance opportunities, and personal development. Participants are encouraged to build confidence, develop their talents, strengthen life skills, and prepare for future opportunities. Led by dedicated instructors, professional artists, and mentors, the Academy brings people together across generations while celebrating African American culture through performances and community engagement on local, national, and international stages.

Supporter Levels

☐ Bronze \$1,000

- Community Sponsor recognition
- Name in program
- Website recognition
- Social media recognition
- Event recognition

☐ Gold \$5,000

- Gold Sponsor recognition
- Logo on marketing materials
- Website recognition
- Social media recognition
- Performance recognition
- Complimentary tickets

☐ Presenting \$15,000

- Presenting Sponsor recognition
- Premier logo placement
- Logo on Academy apparel
- Full-page program ad
- Featured website recognition
- Dedicated social media post
- Recognition at performances
- Award presentation opportunity
- VIP tickets

☐ Silver \$2,000

- Silver Sponsor recognition
- Logo on select materials
- Program recognition
- Website recognition
- Social media recognition
- Performance recognition

☐ Platinum \$10,000

- Premier Sponsor recognition
- Prominent logo placement
- Logo on select apparel
- Half-page program ad
- Website recognition
- Social media promotion
- Performance recognition
- Award presentation opportunity

Year-Round

2027 Sponsorship Packages

Reference Guide

Thank you for your consideration. For additional information about the sponsorships, contact us at aacalancaster@gmail.com or 215.909.1569.

AACA ANNUAL COMMUNITY IMPACT

15,000+
Community Attendees
\$1.1m+
Estimated Economic Impact
170+
Businesses Supported
1,600+
Cultural Performers

5000+
Volunteer Hours invested

Payment Options

Option 1: Pay by Check

Make checks payable to African American Cultural Alliance (AACA)
Mail checks to: African American Cultural Alliance, 259 S Ann St #2, Lancaster, PA 17602
Please include the sponsorship level and organization name with your payment.

Option 2: Pay by Credit Card

Select your preferred sponsorship level
A PayPal invoice will be sent to you by AACA
Pay securely using a credit or debit card
A receipt will be provided upon payment