

***3rd Annual
Black Legend Awards
Silicon Valley***

Sponsorship
Corporate

November 17, 2017

SAN JOSE BLACK HISTORY MUSEUM

SILICON VALLEY

To: Future Supporter,

We need your investment to establish the San Jose Black History Museum Silicon Valley (SJBHMSV).

Our dream is the creation of a museum to honor the contribution of the African American in the Silicon Valley and the United State of American. The African American wants to share; their story, their journey in America, their history. The San Jose Black History Museum Silicon Valley will bring those dreams forward. If the African American doesn't tell their story of life in the Silicon Valley, who will? If the African American doesn't tell their story of life in America who will?

We are reaching out to you to invest in this dream. The African American is an intergraded part of the fiber, soil and the culture of the Silicon Valley. The Black Pioneers of the Silicon Valley left footprints in technology, the community and in city government. The Museum will be a one-of-a kind educational institution for use by our culturally-diverse community. The museum would welcome all ethnicities. It will house six permanent displays which would take people on a journey through history from Africa and the plight of Africans, to the United States and The Americas.

The theme for this journey is "Sankofa!" Sankofa, a Ghanaian word that means respecting tradition "looking back, while moving forward, is the perfect example of the bridge that African Americans have crossed" "remembering the past, yet not living in it, while teaching and reaching for ever-brighter future".

Three of the oldest non-profit organizations, Joyner/Payne Youth Services Agency, Inc., Silicon Valley Black Chamber of Commerce, Inc. and African American Community Service Agency, Inc. have joined forces in a collaborative effort to establish the San Jose Black History Museum Silicon Valley in San Jose by the year 2020.

You can be part of history, you can make a different, you can be a change agent for the African American community. Your investment in establishing the San Jose Black History Museum Silicon Valley will help honoring the Black Pioneers of the Silicon Valley. One of the six exhibits at the museum will be the **Black Legends Hall of Fame Silicon Valley**. Where the history and accomplishment of these black pioneers will be a permeant display to educate the African American youth and others on the contribution of the African American in the Silicon Valley.

One of the fundraising activity is **the "Black Legend Awards"**. This is a ceremony where selected black pioneers are honored by being inducted into the Black Legends Hall of Fame. This is a event were the entire community is invited to share in the acknowledgement and induction Ceremony. The 3rd Annual Black Legend Awards Ceremony will be held at the Hammer Theatre Center, in San Jose on Saturday, February 10, 2018, during Black History Month. The proceeds raised will go toward the establishment of the San Jose Black History Museum Silicon Valley.

The overall goal is to raise \$5,000,000 by the year 2020. Our fundraising campaign objective for this year is to raise \$500,000 to develop to create the infrastructure for the museum. You can help us to reach this objective by becoming a investor. We have several different sponsorship packages for you to choose from. Please review the sponsorship opportunities and make your selection.

One of the foundation brick of the museum is to educate youth on the accomplishment of the African American. Please consider being a **"Millennial Sponsor"**. With your sponsorship, we can bring college and high school students to the Black Legend Awards. They can meet these outstanding African American in person. They can ask questions; they can learn directly. They can listen to the story of the past as they move forward into the future.

Thanks for your support

Aaron K. Hicks Jr.,

Black Legend Awards Silicon Valley, Chairman/Project Manager

HONORING THE BLACK PIONEERS OF SILICON VALLEY

Project of Joyner/Payne Youth Services Agency, Inc.

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VIRTUAL MUSEUM

The Virtual Museum Site will consist of:

Six (6) Exhibits Time in Black history:

- 1) *"Mother Africa"*: The evolution of Science, Technology, Engineering and Math history and demographics of Africa B.C., all the way up to and including the slave trade, the economics of human trafficking and the destination of the slaves;
- 2) *"The Transition"*: The journey of no return;
- 3) *"Establishment of Slavery in America"*: An illustration of Slavery up through the reconstruction period in America and the STEM contributions of Black Americans despite their plight, including the Civil War;
- 4) *"Freedom Not Realized"*: Teaching people of the STEM contributions of Black Americans during this period in history and the transition from reconstruction up to the Civil Rights Era;
- 5) *"The Civil Rights Era to the 21st Century"*: Teaching the public about the STEM contributions of Black Americans that started Silicon Valley, up to the inauguration of a Black President; and
- 6) *"The Black Legends Hall of Fame - Silicon Valley"*: A permanent recognition of *Silicon Valley Black Legends*, living or deceased who made significant contributions in science, technology, engineering, math and more that improved the quality of life of people in Silicon Valley and throughout the world.

PHYSICAL MUSEUM

The Physical Museum will consist of:

Six (6) Exhibit Halls/Portals of Time in Black history:

- 1) *"Mother Africa"*: The evolution of Science, Technology, Engineering and Math history and demographics of Africa B.C., all the way up to and including the slave trade, the economics of human trafficking and the destination of the slaves;
 - 2) *"The Transition"*: The journey of no return;
 - 3) *"Establishment of Slavery in America"*: An illustration of Slavery up through the reconstruction period in America and the STEM contributions of Black Americans despite their plight, including the Civil War;
 - 4) *"Freedom Not Realized"*: Teaching people of the STEM contributions of Black Americans during this period in history and the transition from reconstruction up to the Civil Rights Era;
 - 5) *"The Civil Rights Era to the 21st Century"*: Teaching the public about the STEM contributions of Black Americans that started Silicon Valley, up to the inauguration of a Black President; and
 - 6) *"The Black Legends Hall of Fame - Silicon Valley"*: A permanent recognition of *Silicon Valley Black Legends*, living or deceased who made significant contributions in science, technology, engineering, math and more that improved the quality of life of people in Silicon Valley and throughout the world.
- A 300-Seats Theater for seminars and events
 - Conference Rooms for inter-active workshops
 - An Administration & Operations Office; and
 - Retail space to sell and purchase souvenirs

SAN JOSE BLACK HISTORY MUSEUM

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BLACK LEGENDS HALL OF FAME **Class of 2015**

Attorney Wester Sweet, Law & Justice
Attorney-Judge Maurice Hardeman, Law & Justice
Ben F. Gross, Public Service
Bill Williams, Business & Entrepreneur
Charles Alexander, News & Documentary
Dr. David Piper, Arts/Theater/Music
Dr. Frank Greene, Jr, S.T.E.M.
Dr. James B. Higgins, Health & Medicine
Dr. Lee P. Brown, Public Service
Dr. Leo V. English, Jr., Health & Medicine
Dr. Mark Dean., S.T.E.M.
Henry Gage, Sr., Education
Hewitt R. Joyner, Jr., Community Service
Loretta Green, News & Documentary
Reverend C.W. Washington, Spiritual
Robert Banks, III, Education
Robert J. Stroughter, Sr., Community Service
Roy L. Clay Sr., Business & Entrepreneur
Superintendent Sherman Harris, Spiritual
Viera Whye, Arts/Theater/Music

Note: There is no Class of 2016, Black Legend Awards was moved to Black History Month, 2017

Class of 2017

Aileen F. Casanave, Hardeman-Sweet Award, Law & Justice
Charles "Buddy" Butler, Piper-Whye Award, Arts/Theater/Music
Charles A. Jones, Clay-Williams Award, Business & Entrepreneur
David E. Early, Alexander-Green Award, News & Documentary
Debra I. Watkins, Dean-Greene Award, S.T.E.M.
Dr. D. Michael Cheers, Alexander-Green Award, News & Documentary
Dr. Ethel P. Walker, Piper-Whye Award, Arts/Theater/Music
Dr. Florene S. Poyadue, English-Higgins Award, Health & Medicine
Dr. TJ Owens, Banks-Gage Award, Education
Galvin D. Jackson, Brown-Gross Award, Public Service
Iola M. Williams, Brown-Gross Award, Public Service
Judge LaDoris H. Cordell, Hardeman-Sweet Award, Law & Justice
Queen Ann Cannon, Joyner-Stroughter Award, Community Service
Rev. Dr. Herman W. Hyatt, Sr., Harris-Washington Award, Spiritual
Rev. Dr. Sheila Robinson, Harris-Washington Award, Spiritual
Wilbur E. Jackson, Joyner-Stroughter Award, Community Service

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FRIENDS OF THE MUSEUM

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| <p style="text-align: center;">Friends of the Museum Co-Event Sponsor: \$150,000 – \$300,000</p> <p>Co-Event Sponsor will receive:</p> <ul style="list-style-type: none"> • 20 Seats in the "Friends of the Museum" Section for the sponsor's employees, Friends and family; or the seats can be donated to senior citizens or youth in the community • 20 Souvenir Booklets • On-Stage Award Presenter(s) • Logo posted on website, Live link to sponsor website • Acknowledged in all Media Marketing • Back Cover Ad in Souvenir Booklet (If available) • Recognition as a Co-Event Sponsor in Souvenir Booklet | <p style="text-align: center;">Friends of The Museum Partner Sponsor: \$100,000 – 149,999</p> <p>Partner Sponsor will receive:</p> <ul style="list-style-type: none"> • 15 Seats in the "Friends of the Museum" Section for the sponsor's employees, friends and family; or the seats can be donated to Black senior citizens or youth in the community • 15 Souvenir Booklets • On-Stage Award Presenter(s) • Logo posted on website, Live link to sponsor website • Acknowledged in all Media Marketing • Inside Front Cover Ad in Souvenir Booklet (If available) • Recognition as a Partner Sponsor in Souvenir Booklet |
| <p>Friends of the Museum S.T.E.M. Sponsor: \$50,000 - \$99,999 S.T.E.M. = Science, Technology, Engineering and Mathematics</p> <p>S.T.E.M. Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the "Friends of the Museum" Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • On-Stage Award Presenter(s) • Logo posted on website, Live link to sponsor website • Acknowledged in all Media Marketing • Inside Back Cover in Souvenir Booklet (If Available) • Recognition as a S.T.E.M. Sponsor in Souvenir Booklet | |

SAN JOSE BLACK HISTORY MUSEUM

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BUSINESS PARTNER

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| <p style="text-align: center;">Business Partner Platinum Sponsor: \$25,000 - \$49,999</p> <p>Platinum Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Logo posted on website, Live link to sponsor website • Center Full-Page Ad in Souvenir Booklet (If Available) • Recognition as a Platinum Sponsor in Souvenir Booklet | <p style="text-align: center;">Business Partner Gold Sponsor: \$15,000 - \$24,999</p> <p>Gold Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Logo posted on website, Live link to sponsor website • Full-Page Ad in Souvenir Booklet • Recognition as a Gold Sponsor in Souvenir Booklet |
| <p style="text-align: center;">Business Partner Silver Sponsor: \$10,000 - \$14,999</p> <p>Silver Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Logo posted on website, Live link to sponsor website • Half-Page Ad in Souvenir Book • Recognition as a Silver Sponsor in Souvenir Booklet | <p style="text-align: center;">Business Partner Bronze Sponsor: \$5,000 - \$9,999</p> <p>Bronze Sponsor will receive:</p> <ul style="list-style-type: none"> • 10 Seats in the Business Partner Section for the sponsor's employees, friends and family; or the seats can be donated to senior citizens or youth in the community • 10 Souvenir Booklets • Acknowledged in all Media Marketing • Logo posted on website, Live link to sponsor website • Quarter-Page Ad in Souvenir Booklet • Recognition as a Bronze Sponsor in Souvenir Booklet |

SAN JOSE BLACK HISTORY MUSEUM

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MILLENNIAL SPONSOR

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| <p style="text-align: center;">Millennial Partner Fifty (50) Student Sponsor: \$3,750</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • 50 Students will attend the Black Legends Awards as your guest • 1 Seats in the Business Partner Section • 1 Souvenir Booklets • Name of the Students • On-Stage Award Presenter(s) • Acknowledged in all Media Marketing • Quarter-Page Ad in Souvenir Booklet • Recognition as a Millennial Sponsor in Souvenir Booklet | <p style="text-align: center;">Millennial Partner Twenty (25) Student Sponsor: \$1,875</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • 25 Students will attend the Black Legends Awards as your guest • 1 Seats in the Business Partner Section • 1 Souvenir Booklets • Name of the Students • Acknowledged in all Media Marketing • Quarter-Page Ad in Souvenir Booklet • Recognition as a Millennial Sponsor in Souvenir Booklet |
| <p style="text-align: center;">Millennial Partner Five (5) Student Sponsor: \$375</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • Five (5) Students will attend the Black Legends Awards as your guest • Name of the Students • Acknowledged in all Media Marketing • Recognition as a Millennial Sponsor in Souvenir Booklet | <p style="text-align: center;">Millennial Partner One (1) Student Sponsor: \$75</p> <p>Sponsor will receive:</p> <ul style="list-style-type: none"> • One (1) Students will attend the Black Legends Awards as your guest • Name of the Student • Recognition as a Millennial Sponsor in Souvenir Booklet |
| <p>Millennial Sponsor Student will receive:</p> <ul style="list-style-type: none"> • 1 Ticket to attend the Black Legend Awards Ceremony • 1 Souvenir Booklet | |

SAN JOSE BLACK HISTORY MUSEUM

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SPONSORSHIP APPLICATION (Page 1 of 2)

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|------------------------------|--|-----------------------|--|
| NAME | | | |
| COMPANY/ORGANIZATION | | | |
| POINT OF CONTACT: | | | |
| INDIVIDUAL NAME: | | | |
| STREET ADDRESS: | | | |
| CITY, STATE & ZIP | | | |
| PHONE: | | EMAIL ADDRESS: | |
| SIGNATURE: | | | |

SPONSORSHIP OPPORTUNITIES

Please check your sponsorship(s) level:

FRIENDS OF THE MUSEUM

- _____ Co-Event Sponsor: \$150,000 - \$300,000
- _____ Partner Sponsor: \$100,000 – 149,999
- _____ S.T.E.M. Sponsor: \$50,000 - \$99,999

BUSINESS PARTNER

- _____ Platinum Sponsor: \$25,000 - \$49,999
- _____ Gold Sponsor: \$15,000 - \$24,999
- _____ Silver Sponsor: \$10,000 - \$14,999
- _____ Bronze Sponsor: \$5,000 - \$9,999

MILLENNIAL - STUDENT

MILLENNIAL SPONSOR (Student Sponsorship):

- _____ 50 Students - \$3,750
- _____ 25 Students - \$1,875
- _____ 5 Students - \$375
- _____ 1 Student - \$75

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SPONSORSHIP APPLICATION (Page 2 of 2)

501(c)(3) Tax ID#: 770 450 053

Joyner/Payne Youth Services Agency, Inc (dba Black Legend Awards)

Payment by Credit Card: Please complete the information below:

ENCLOSED AMOUNT: \$ _____

TYPE OF CARD: _____

NAME ON CARD: _____

CARD NUMBER _____

EXP. DATE (MM/YY) _____

SECURITY CODE: _____

BILLING ZIPCODE: _____

Payment by check: Please complete the information below:

ENCLOSED AMOUNT: \$ _____

Select One: [] CHECK [] MONEY ORDER [] CASHIER'S CHECK

MAKE CHECK PAYABLE TO; **Black Legend Awards Silicon Valley**

Mail Sponsorship Application and Check or Credit card info to:

Black Legend Awards

304 N. 6th Street

San Jose, CA 95112

Attn: Hewitt Joyner, Finance

NOTE: Email Copy of Your Sponsorship Application to: info@blacklegendawards.org

Contact US:

Office Number: (408) 320-2111

Email: info@blacklegendawards.org