



International Civil Rights Center & Museum

ANNUAL FUNDRAISING

Gala

Black Tie Optional Event

Saturday February 4, 2017

“Breaking The Chains of Inequality”





INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

December 23, 2016,

Dear Supporter,

The International Civil Rights Center & Museum invites you to join the movement, “**Breaking the Chains of Inequality**,” at the 2017 Annual Gala fundraiser, to be held at 6 p.m. on **Saturday, February 4, 2017**, at The Elm Street Center Empire Room, downtown Greensboro. This year’s fundraising gala will be dedicated to the late **Eliezer “Elie” Wiesel**, American Jewish writer, professor, political activist, Nobel Laureate and Holocaust survivor.

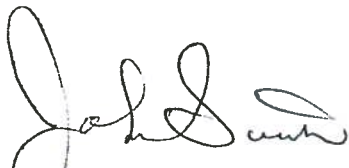
On that evening, the Museum will honor **Diane Nash** (civil rights activist, strategist, leader of the Nashville 1960 sit-ins, co-founder of the Student Nonviolent Coordinating Committee, and former Freedom Rider) with the Alston/Jones International Civil and Human Rights Award. We will also present **Fred Gray** (preacher, civil rights activist and attorney, who rose to prominence working with Martin Luther King Jr. and E.D. Nixon, and represented Claudette Colvin and Rosa Parks in the Montgomery Bus Boycotts) with the ICRCM Trailblazer Award. North Carolina native, **Congressman G.K. Butterfield**, a longtime advocate on behalf of civil rights, Chair of the Congressional Black Caucus (elected in 2015) will be honored with the Unsung Hero Award. In addition, we will formally announce Greensboro’s own **Brenda Dalton James** as the 2017 Sit-In Participant, for her courageous acts and involvement in the F.W. Woolworth 1960 lunch counter protests. And we will salute **Bishop George Brooks** (Pastor Emeritus of Mt. Zion Baptist Church, author, entrepreneur, and international spiritual advisor) with the Lifetime Community Service Award.

Each year, ICRCM hosts a fundraising gala to ensure that the Museum continues its mission of furthering democracy, advancing civil and human rights, and celebrating the nonviolent protests of the 1960 F.W. Woolworth Sit-Ins that served as a catalyst in the civil rights movement. 2017 will mark the 57th anniversary of America’s most recognized lunch counter sit-in protests against segregated eating establishments in the South. At the same time, the ICRCM Board will celebrate the seventh anniversary of the opening of the Museum in the former F.W. Woolworth building, now a landmark site on the United States Civil Rights Trail.

Enclosed you will find information detailing the 2017 Annual Gala Sponsorship Packages, in addition to an order form to complete and return. This year, ICRCM is introducing online table reservations to assist in booking your gala attendance; please visit www.icrcmgala2017.eventbrite.com.

Do not miss your opportunity to honor these worthy champions of the civil rights movement and also to make your mark on history as we work together, **Breaking the Chains of Inequality**. If you have questions, or require assistance to reserve your seating and designate your sponsorship package, please contact Nakia Hoskins at (336) 274-9199 or nhoskins@sitinmovement.org, or Melvin “Skip” Alston at (336) 324-3515 or skip@alstonrealtygroup.com.

Sincerely,



John L. Swaine, CEO

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM

"Breaking the Chains of Inequality"
2017 Fundraising Gala Award Recipients

Alston/Jones International Civil and Human Rights Award



Ms. Diane Nash is an American civil rights activist, and a leader and strategist of the student wing of the Civil Rights Movement. Nash's campaigns were among the most successful of the era. Her efforts included the first successful civil rights campaign to integrate lunch counters (Nashville); the Freedom Riders, who desegregated interstate travel; co-founding the Student Nonviolent Coordinating Committee (SNCC); and co-initiating the Alabama Voting Rights Project and working on the Selma Voting Rights Movement. This

helped gain Congressional passage of the Voting Rights Act of 1965, which authorized the federal government to oversee and enforce state practices to ensure that African Americans and other minorities were not prevented from registering and voting. Nash is featured in the award-winning documentary film series *Eyes on the Prize* (2011), received the Distinguished American Award from the John F. Kennedy Library and Foundation (2003), the LBJ Award for Leadership in Civil Rights from the Lyndon Baines Johnson Library and Museum (2004), and the Freedom Award from the National Civil Rights Museum (2008). Ms. Nash is a graduate of Fisk University and a member of Alpha Kappa Alpha Sorority, Inc.

Trailblazer Award



Attorney Fred Gray is a civil rights attorney, preacher and activist who practices law in Alabama. He litigated several major civil rights cases in Alabama, including some that reached the United States Supreme Court for rulings. During the Civil Rights Movement, Gray came to prominence working with Martin Luther King, Jr. and E.D. Nixon, among others. Gray defended Claudette Colvin and later Rosa Parks, who were charged with disorderly conduct for refusing to seat themselves in the rear of segregated city buses. Gray also represented plaintiffs in the class-action lawsuit about the controversial federal Tuskegee Syphilis Study (1932-1972). He served as the President of the National Bar Association in 1985 and in 2001 was elected as the first African-American President of the Alabama State Bar.

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Unsung Hero Award



Congressman George Kenneth “G.K.” Butterfield is a member of the Congressional Black Caucus, and became its chair in 2015. A native of Wilson, North Carolina, Butterfield earned degrees in political science and sociology from North Carolina Central University (NCCU), and received a Juris Doctor degree from the NCCU School of Law. He served in the United States Army from 1968 to 1970. In 1988, Butterfield was elected as Resident Superior Court judge in the first judicial division. In February 2001, he was appointed to the North Carolina Supreme Court by Governor Mike Easley, and was first elected to the House of Representatives in a special election in 2004. Congressman Butterfield is a strong supporter of civil rights, he advocated renewal of the Voting Rights Act and "introduced a bill calling for the Capitol Visitor's Center to acknowledge the slave labor used to build the Capitol." Butterfield supported the Affordable Health Care Act, and worked with the Energy and Commerce Committee to help write the legislation.

Lifetime Community Service Award



Bishop George Brooks, is Pastor Emeritus of Mount Zion Baptist Church of Greensboro, Inc. where he served faithfully as Chief Elder and Senior Pastor for 37 years. He also served for over ten years as Bishop of Administration of Full Gospel Baptist Church Fellowship, Inc. He is the co-founder of Welfare Reform Liaison Project, a vehicle by which welfare recipients are empowered to become self-sufficient. This project has become a national model. Brooks travels extensively speaking at conferences and revivals, and accepts other opportunities where he can proclaim the gospel. Bishop Brooks endeavors to speak what the heart of God is saying to His people with relevance and clarity

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Sit-In Participant Award



Ms. Brenda Dalton James, was a participant in the 1960 F.W. Woolworth lunch counter sit-ins. A graduate of Greensboro's James B. Dudley High School and North Carolina Agricultural & Technical State University (NCAT), where in 1985 was inducted in the NCAT Social Work Hall of Fame. Brenda is a charter member Rho Chapter of Alpha Delta Mu Social Work Honor Society, founder and coordinator of the James B. Dudley High School Alumni and Friends Volunteer Program, Co-founder and coordinator of the National Leadership Training Events for the United Church of Christ, founding member of the Black Child Development Institute, Inc. Greensboro Affiliate, and past president of the Greensboro Urban Ministry Board of Directors. She continues to be a community activist and volunteer, currently at the International Civil Rights Center & Museum.



International Civil Rights Center & Museum 2017 GALA Sponsorship Opportunities

BENEFIT PACKAGES:

**Gala Dinner – Saturday, February 4, 2017
The Elm Street Center Empire Room
Greensboro Coliseum, North Carolina**

A Changed World (\$50,000)

- ***Private Reception with Honoree***
- Deliver Opening Greetings at the Dinner
- Two (2) *Premier Level Tables* (18 seats), with one of the two remaining A&T Four and a guest seated at table
- Hosted wine service at each table (6 bottles per table, red & white)
- Prominent Full Page Ad in Gala Souvenir Booklet, Title Sponsor
- Name included on all promotional materials
- Logo placement on ICRCM Website for one year (2017)
- Company name on Video Scroll, Pop-Up Banner (provided by the sponsorer) at both the Reception and the Dinner
- Sponsorship of Five Hundred (500) Student Admissions for “Building a Better America”
- Two (2) free Lobby Rentals during 2017
- Four (4) VIP Private Tour Passes, admits Twenty-Five (25) guests per tour during 2017
- Eight (8) Gala VIP Reception Tickets
- 2017 Museum monthly programming underwriting

The Quest for Justice (\$25,000)

- ***Private Reception with Honoree***
- Two (2) *Premier Tables* (20 seats), Choice of hosting one of the A&T Four Family Tables
 1. Blair/Khazan/McCain Family Table Sponsor
 2. McNeil/Richmond Family Table Sponsor
- Hosted wine service at each table (3 bottles per table, red & white)
- One (1) free Gallery Rental during 2017
- Full page Ad in the Event Program booklet
- Logo placement on ICRCM Website for one year (2017)
- Company name on Video Scroll
- Two (2) VIP Private Tour Passes, admits Twenty-Five (25) guests per tour during 2017
- Sponsorship of Two Hundred and Fifty (250) Student Admissions for “Building a Better America”
- Six (6) Gala VIP Reception Tickets

The Lunch Counter (\$10,000)

- One (1) *Premier Table* (10 seats)
- Hosted wine service at table (2 bottles red & white)
- Full page Ad in the Event Program booklet
- Logo placement on ICRCM Website for one year (2017)
- Company name on Video Scroll
- Two (2) VIP Group Passes, admits up to Twenty-Five (25) guests per tour during 2017
- Sponsorship of One Hundred and Twenty-five (125) Student Admissions for “Building a Better America”
- Four (4) Gala VIP Reception Tickets

Breaking the Chains of Inequality Sponsor (\$5,000)

- One (1) Reserved Table (10 seats)
- Full page Ad placed in Event Program booklet
- Logo placement on ICRCM Website for one year (2017)
- Company name on Video Scroll
- One (1) VIP Group Pass, admits up to Twenty-Five (25) guests per tour during 2017
- Sponsorship of Fifty (50) Student Admissions for “Building a Better America”
- Two (2) Gala VIP Reception Tickets

The Freedom Supporter (\$2,500)

- One (1) Reserved Table (10 seats)
- ½ page Ad placed in Event Program booklet
- Company name placed on ICRCM Website for one year (2017)
- Company name on Video Scroll
- One (1) VIP Group Pass, admits up to Twenty-Five (25) guests per tour during 2017

The Walk of Courage (\$1,500)

- One (1) Reserved Table (10 seats)
- Company name on Video Scroll
- One (1) VIP Group Pass, admits up to Twenty-Five (25) guests per tour during 2017

INDIVIDUAL TICKET (\$125)



2017 Annual Fundraising Gala Sponsorship Order Form

Thank you for supporting the International Civil Rights Center & Museum. The annual Gala is the Museum's primary fundraiser that provides financial support necessary to achieve the ultimate goal of education and is a learning tool for providing history from the past. Your generous support will help us in our ongoing quest to fulfill our goal.

Organization Name _____

Business Category _____

Contact Person Name: _____ Title: _____

Mailing Street Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Please indicate selection with a check mark (✓):

- A Changed World Sponsor.....\$50,000
- The Quest for Justice Sponsor.....\$25,000
- The Lunch Counter Sponsor.....\$10, 000
- Breaking the Chains of Inequality Sponsor.....\$5,000
- The Freedom Supporter Sponsor.....\$2,500
- The Walk of Courage Sponsor.....\$1,500

Please Return Gala Passes and Table Assignments to ICRCM, or complete your order at icrcmgala2017.eventbrite.com:

Name: _____

Email Address: _____

Phone: _____

Sponsorship Advertisement for 2017 Gala Souvenir Booklet

- Full Page Sponsor \$400.00
- Half Page Sponsor \$250.00
- Quarter Page Sponsor \$175.00
- Business Card Sponsor \$100.00
- Patron Sponsor \$50.00

_____ **YES**, I would like to *run the same ad as last year.*

_____ **YES**, I would like to *run ad as indicated above.*

Payment Options: (Please fax this completed form to 336-274-6244 or scan to nhoskins@sitinmovement.org).

() Invoice Me

() Check Payable to: International Civil Rights Center & Museum (ICRCM),
134 South Elm Street, Greensboro, NC 27401

() Credit Card: ___ Visa ___ MasterCard ___ Discover ___ American Express

Card # _____ Expiration Date _____

CVS Code _____

Signature _____ Date _____

Name as appears on Card _____

Billing Address if different from Mailing Address

You may choose to mail your payment and camera-ready art to the International Civil Rights Center & Museum at 134 South Elm Street, Greensboro, North Carolina, 27401; **ATTN: GALA**, or you may email your camera-ready art to Nakia Hoskins at nhoskins@sitinmovement.org, or we can arrange for your ad to be picked up no later than January 18, 2017.

