

#TEAMNATURAL SPONSORSHIP PACKAGE



PRINCE GEORGE'S
**AFRICAN AMERICAN
MUSEUM & CULTURAL CENTER**
AT NORTH BRENTWOOD, Inc.

Prince George's African American Museum and Cultural Center is a Home for Black Excellence. We are doing groundbreaking work in the community. There is an artistic and cultural synergy we are working diligently to support. As we create platforms for all ages through educational programs, family days, outreach and supporting local artists; we appreciate your support in this pivotal point of the Museums success.



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Visit us: www.pgaamcc.org Follow us: @pgaamcc



July 20th - July 21st 2019

PGAAMCC presents #TeamNatural weekend, a 3-day festival you won't want to miss! Join us as we educate and engage with art, health, and wellness and celebrate Black hair and beauty. We have a whole weekend to empower the beauty and aesthetic diversity of Black women throughout the Diaspora. Shining light on Black hair is our way of reclaiming our roots and evoking a sense of pride upon those who need positive models of Blackness. The Black aesthetic has a rich history of oppression, triumph, survival and evolution. Together we invite all to a celebration of the infinite styles of natural Black hair.

This July we are celebrating Black hair, the cultural symbolism, psychology, history, and self-care. We go above and beyond to provide a full scope of the Black experience. These events are designed to inspire, uplift and engage our local black communities. . It's a movement! We are decolonizing our minds, letting our hair out and reclaiming our roots!

We are 'gathering your edges' for a fun filled event and celebration of #teamnatural. We are innovators of culture and generate platforms programs that continue to see our contributions. The SuperNatural Festival will have a fashionshow, a play, live entertainment, visual art, health and wellness workshops and more! Friday July 19th is Art Therapy Night, Saturday July 20th we will feature Supernatural Play and Natural Hair Festival, Sunday July 21 we will host our monthly Sunday Scholar Brunch Hair Talk.



**JULY 19-21
2019**

Art Therapy

Friday, July 19, 2019, 3pm-7pm

Includes workshops centered around expression, health, wellness, and mindfulness practices that target communities of color. FREE

Jazz Vespers with Vanessa Williams

Friday, July 19, 2019, 7pm-10pm

Jazz Vespers with singer and artist Vanessa Williams
Join us under the summer sky. \$8.00 donation.

Supernatural Hair Festival

Saturday, July 20, 2019, 2pm-7pm

Artisans vendors, hair demos, and amazing food all leading up to the play! VENDORS \$50

**NATURAL HAIR WORKSHOPS ARTISAN VENDORS
BRUNCH WITH CHEF TEO
ENTERTAINMENT**

Supernatural: The Play

Saturday, July 20, 2019, 8pm

\$15 online includes festival, \$20 at Door
includes festival (\$25 VIP with swag bag)
supernaturalproject.org

Sunday Scholar Brunch with Chef Teo, July 21, 2019, 2pm-5pm

With Hair Therapist Dr. Afiya Mbilishaka, \$25

**SCHOLAR DR. AFIYA MBILISHAKA
KOUMANI FOUNDER, STYLIST NAILAH CLAY
CURL PREP FOUNDER CANDACE KELLEY
PGAAMCC.ORG/SUPERNATURAL-FESTIVAL/**



SPONSORSHIP LEVELS

\$2,500

**Supernatural
Excellence**

- Social media promo
- Inclusion in swag bag
- Live event signage
- Festival booklet
- Opportunity to speak at art therapy day
- Opportunity to keynote Supernatural Festival
- Free space rental of our cultural center
- Visibility on museum website + event hosting site
- Mentions on social media platforms/e-blasts
- Company name/logo on festival merchandise and signage

\$1000

**#TeamNatural
Champion**

- Social media promo
- Inclusion in swag bag
- Live event signage
- Festival booklet
- Opportunity to speak at art therapy day
- Visibility on museum website + event hosting site
- Mentions on social media platforms/e-blasts
- Company name/logo on festival merchandise and signage
- 30% discount on future space rentals (2018-2019)

\$500

**Community
Partner**

- Social media promo
- Live event signage
- Festival booklet
- Visibility on museum website + event hosting site
- Mentions on social media platforms/e-blasts
- Company name/logo on festival merchandise and signage
- 30% discount on future space rentals (2018-2019)

\$250

Small Business

- Social media promo
- Live event signage
- Festival booklet
- Visibility on museum website + event hosting site
- Mentions on social media platforms/e-blasts
- 30% discount on future space rentals (2018-2019)

**To learn more contact
Executive Director Monica Montgomery
mmontgomery@pgaamcc.org**



Web Presence

Up to 4,000 views per month
Up to 1,500 visitors per month

Email Blasts

Over 6,000 subscribers. All sponsors will receive mentions in program e-blasts.

Social Media

Instagram 1,638 Followers
Facebook 5,634 Followers
Twitter 761 Followers

Promo Items

T-shirts, Tote Bags, Brochures, and Exhibition Flyer

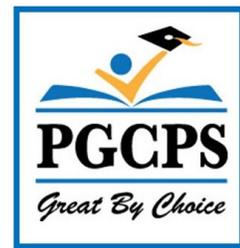
Signage

Sponsor logos will be printed on all materials and signage at events and outdoor media

Event Reach

20,000 Pedestrian / Motorists per week
75+ Attendees Panel Discussions and Community Events
150+ Attendees Exhibition Openings
2,000+ Festival Attendees Yearly

COMMUNITY AND FESTIVAL PARTNERS



FACT SHEET

PGAAMCC hosts programs that center narratives of the African Diaspora, and actively engage dialog and activity that fosters a beautiful future for Black bodies. From health and wellness, to generational traditions and political advocacy, our diverse programs look to connect and inspire our community.

All proceeds support PGAAMCC programs and initiatives. Annually, PGAAMCC's Education and Community programs serve over 4,000 students in Prince George's County schools and over 20,000 residents throughout the Washington Metro Region.

Prince George's County, Maryland is unique in many aspects. Notably, the neighborhood of Brentwood is the 1st incorporated Black town in Prince George's County which we think is an indication of the Black Excellence that resides here. Additionally, the following are some highlights according to the 2010 Census

- **There are over 900,000 residents;**
- **62% of the residents identify as Black/African American;**
- **it is one of the most affluent African American-majority counties in the United States,**

Support us to sustain the museum's existence is imperative as our target audience represents 1 million residents who live, work, and play in the DMV. We outreach to 900,000+ Prince George's County students, seniors and families. Prince George's County has remained the center of African-American wealth in the region and across the country and is continuing to grow.



A Home For Black Excellence

As the heart of the Gateway Arts District, we are cultural stewards working with the community to promote collaboration, engage discover dialogue and encourage participation in the creative process. We recognize the diversity of experience within the African Diaspora community and aim to reflect the broad spectrum of social and cultural activities of this community.

Our signature programs bring together diverse groups of people to create unique approaches to cross-cultural understanding and pride of place. Help us continue to provide programs that support our youth, our community, and our legacy.

LEARN

Promote and facilitate the legacy of African Americans in Prince George's County and beyond through historical and cultural learning and engagement in activities focused on resilience, innovation, and overcoming.

CREATE

Celebrate the creativity of people rooted in the African Diaspora and the creative response of Black artists in addressing social issues, and examining how Black communities can continue do so as a form or social progress.

CONNECT

Provide a safe and progressive place where people can come together to share ideas, frustrations, concerns, and strategies to dealing with social challenges specific to Black communities.

