



THE AFRICAN AMERICAN EXPERIENCE FUND
2012 ANNUAL AWARDS DINNER GALA & WOMEN'S HISTORY MONTH SYMPOSIUM

ABOUT THE GALA

- The Board of Trustees of the African American Experience Fund (AAEF) of the National Park Foundation (NPF) will host AAEF's Annual Fundraising Awards Gala, along with AAEF national spokesperson, restaurateur and lifestyle icon B. Smith as the Honorary Gala Chair, on **Wednesday, March 28, 2012; 6:00 pm reception; 7:00 pm dinner and program; live performance by jazz greats, "Pieces of a Dream," at the Willard Hotel, Washington, DC.**
- The Gala will take place during **Women's History Month**, and our theme: *Celebrating Legacies: African American Women from Civil War to Civil Rights to Today; The Power of the Past and the Power of their Paths*, brings together the national Black History Month 2012 theme: *Black Women in American History and Culture*, and the National Park Service's current five year commemoration of the African American experience during the Civil War, from *Civil War to Civil Rights*.
- The Dinner Gala is AAEF's major annual event to raise funds for grants to national parks and to raise awareness of African American history by honoring living individuals who have made a major impact on American history, as well as those who have contributed to the success of the AAEF. **Our 2012 Gala honorees will soon be announced.**
- **Past honorees include:** Congressman John Lewis; General Colin Powell; Ambassador Andrew Young; the Little Rock Nine, historian (late) John Hope Franklin; renowned civil rights attorney Fred Gray, African American Civil War Memorial and Museum founder Dr. Frank Smith, Jr and the Walt Disney Company (Robert Billingslea).
- **Former Honorary Gala Chairs include:** President William Jefferson Clinton, Vernon Jordan, David Rockefeller, Jr. Sherry B. Bronfman, Earl G. Graves, Kathryn Chenault, William Clay Ford, Jr., Ernest Green, Ingrid Saunders Jones and Honorable Rodney Slater.
- The Gala will bring together more than 400 individuals ranging from civil rights, business and academic leaders to members of Congress, officials from the U.S. Department of the Interior and National Park Service, historians, journalists and youth.
- Proceeds from this event support AAEF's ability to continue its 10-year tradition of providing grants, preservation and promotional support to African American historic parks and sites across the nation. As a program of the NPF, AAEF is the **only national charitable program** dedicated to protecting, preserving and telling the stories about the natural, cultural, and historical legacies of African Americans within the National Park System.

ABOUT THE SYMPOSIUM

- Prior to the Gala, AAEF will partner with the National Park Service and other partners to host a half-day **educational symposium** on Capitol Hill (Cannon Caucus Room) to inspire, educate and empower women and youth particularly, and all attendees, to pursue their paths to excellence in education, careers and daily living. Congressman Jesse Jackson, Jr. (IL-2nd) is the lead congressional co-sponsor.

- The Symposium *Women of Excellence: The Power of the Past and the Power of their Paths* will also serve as an observance of Women’s History Month. During the event, we will bring together prominent women and individuals in leadership (private and public sector) from the region and from around the country to bridge their accomplishments and opportunities to the untold and under-told stories and extraordinary accomplishments of women who are honored in our national parks.

Among them Mary McLeod Bethune, an educator and the first African American female presidential advisor, and Maggie L. Walker, the first African American woman in the United States to charter a bank; as well as women of the civil rights era. We’ll explore the “power of our past history and the power of the paths” they took and how this connects with modern day history and our lives today.

ABOUT SPONSORSHIP OF THE GALA AND SYMPOSIUM

- **AAEF is seeking grants, sponsorships and underwriters for the Symposium and underwriters and sponsors for the Awards Gala**, to help educate all Americans about African American history, to honor living legends and extraordinary supporters of the AAEF, and continue grant support to AAEF sites. AAEF is a nonprofit program and contributions to these events are tax deductible to the extent allowed by law.
- **Past Gala underwriters and Gold corporate sponsors include:** The Walt Disney Company, American Express, Bank of America, Ford Motor Company, PG& E, Guest Services, World Wide Technology, Inc., among others.
- Sponsors will receive recognition in all programs, on AAEF’s web site, and in marketing & press materials about these unique events. *See the enclosed sponsorship requests included for these events.*

ABOUT THE AFRICAN AMERICAN EXPERIENCE FUND

- The Fund was established in 2001, under the leadership of Robert Stanton, during his service as the National Park Service director, the first and only African American to serve in this role, and retired, founding Board of Trustee member Barry Lawson Williams, president of Williams Pacific Adventures. AAEF is an official fund of the Washington, D.C.-based National Park Foundation (NPF), the congressionally chartered 501 (c)(3) non-profit partner of America’s National Parks. NPF is the single largest non-federal source of support for the National Park System.
- Many stories of African American history are either untold or are under-told, and many individuals have no understanding of the extraordinary sacrifices that have been made to secure the equal rights and freedoms that they enjoy today.

Through our mission, AAEF is connecting past history with the present through grants to support youth, education, and volunteer and community programs such as student education events, internships for college students and teacher education trainings at African American historic sites. AAEF supports the National Park Service’s goals of ensuring that individuals of all ages and ethnicities have access to an accurate understanding of African American history and the national treasures that reflect our diverse cultures and history. A visit to an AAEF park or site is a lesson in history that can be a life changing experience. AAEF parks welcome more than two million visitors annually.

- AAEF has provided more than **\$1.3 million** in grant support for projects and programs at national parks and historic sites that commemorate African American history.
- In 2012, contributions from our sponsors, underwriters and individual donors will support AAEF’s goals to provide grants to AAEF sites for student education and college internships programs, as well as funding for critical needs and priority activities at AAEF sites. These grants help strengthen local partnership efforts and can help turn underfunded and innovative ideas into successful projects.

- **Through AAEF’s Student Internship Partnership and Grants Program**, AAEF is working with the National Park Service’s Cultural Resources Diversity Internship Program to expand student placement at AAEF parks and sites to help develop future generations of African American history story-tellers, archivists and preservationists, and to help increase diversity in our nation’s parks by exposing more African American youth to careers in the National Park Service.

- **Below are examples of projects and programs that our donors have supported through grants to AAEF parks and landmark sites:**
 - The 2011 re-opening of **Ebenezer Baptist Church** and mobile traveling exhibits for the **Martin Luther King, Jr., National Historic Site** in Atlanta, Georgia.
 - “**History of Black Journalism**,” a program for middle school students at the **Maggie L. Walker National Historic Site** in Richmond, Virginia.
 - A **radio public service** campaign for the **Tuskegee Airmen Oral History Project** featuring **Secretary of State Colin Powell** and **Good Morning America’s Robin Roberts**.
 - Grant to the **African Burial Ground National Monument** in New York, New York to support public outreach for the national monument.
 - Electronic Field Trip (EFT) to **Central High School National Historic Site** in Little Rock, Arkansas that reached millions of students from grades 7 to 12 in all 50 states and six countries abroad through curriculum based interactive online classroom activities.
 - Installation of interactive activities for classroom visitors to **Booker T. Washington National Monument** in Hardy, Virginia.
 - Transportation for area school children to the **Brown v. Board of Education National Historic Site** in Topeka, Kansas.
 - Grant to the **Frederick Douglass National Historic Site** in Washington, D.C. to support the conservation of the library collection at “Cedar Hill”, the last residence of the world-renown civil rights activist and humanitarian, and awards to youth who participate in the annual Frederick Douglass Oratory Program and Contest.
 - Music appreciation for elementary school students at the **New Orleans Jazz National Historical Park** in New Orleans, Louisiana.
 - Annual grants to the **National Underground Railroad Network to Freedom** sites and conference.

For more information on the AAEF visit: www.aaexperience.org or contact:

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 African American Experience Fund/NPF
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 Washington, DC 20005
 (202) 354-6489 (o)
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 Email: LSermons@nationalparks.org

Following are sponsorship levels for AAEF’s 2012 Gala and Symposium and a list of AAEF Board of Trustee Members and AAEF Sites.



AAEF Annual Fundraising Awards Dinner Gala & Symposium
Sponsorship & Reservations
Wednesday, March 28, 2012
Washington, DC

I am pleased to support the AAEF Gala and/or Symposium and preservation of African American history at the following level(s):

GALA DINNER SPONSORSHIP LEVELS:

_____ **GALA DINNER GOLD SPONSOR** @ \$25,000 each

- Table of ten with premier location & VIP reception with entertainment
- Recognition on invitation, dinner program, marketing materials, web site and at the Gala
- Recognition in National Park Foundation annual report
- (4) Complimentary registrations to the Symposium

_____ **GALA ENTERTAINMENT UNDERWRITER** @ \$15,000 (exclusive)

- Exclusive sponsorship recognition during entertainment performance
- VIP reception and photos with entertainment
- Table of ten with premier location
- Recognition on invitation, dinner program, marketing materials, web site and at the Gala
- Recognition in National Park Foundation annual report
- (2) Complimentary registrations to the Symposium

_____ **GALA SILVER SPONSOR** @ \$10,000 each

- Table of ten preferred seating
- Recognition on invitation, dinner program, marketing materials, web site and at the Gala
- Recognition in National Park Foundation annual report

_____ **GALA PATRON SPONSOR** @ \$5,000 each

- Half table/five seats
- Recognition on invitation and program
- Recognition in National Park Foundation annual report

_____ **GALA SUPPORTER** @ \$2,500 each

- Seating for two
- Recognition in dinner program
- Recognition in National Park Foundation annual report

_____ **GALA INDIVIDUAL TICKET(S)** @ \$250 each

SYMPOSIUM SPONSORSHIP LEVELS:

_____ **SYMPOSIUM PREMIER SPONSOR** @ \$10,000 each

- **Full Symposium sponsorship**
- Registration for (25) attendees
- Invitation, program, signage, marketing materials and web site recognition
- (2) Complimentary Dinner Gala tickets

_____ **SYMPOSIUM BREAKFAST SPONSOR** @ \$5,000 each

- Registration for (10) attendees
- Invitation, program, signage, marketing materials and web site recognition
- (1) Complimentary dinner Gala ticket

_____ **SYMPOSIUM BREAK SPONSOR** @ \$3,000 each

- Registration for (6) attendees
- Invitation, program, signage, marketing materials and web site recognition

_____ **SYMPOSIUM BREAK SPONSOR** @ \$2,500 each

- **Coffee Break sponsorship**
- Registration for (4) attendees
- Invitation, program, signage, marketing materials and web site recognition

_____ **SYMPOSIUM YOUTH SPONSOR** @ \$1,500 each

- **Registration and transportation for a class or (20) youth participants**
- Invitation, program, signage, marketing materials and web site recognition

_____ **SYMPOSIUM INDIVIDUAL REGISTRATION(S)** @ \$75 each

I am unable to attend, but wish to contribute \$ _____

Name/ Signature _____ Phone _____

Address _____

Please charge my (circle one): American Express Master Card Visa

Number _____ Expiration _____

To guarantee inclusion in the event invitations, please reply by Monday, January 23, 2012.

Please submit payment by Friday, March 16, 2012.

Please make checks payable to:

African American Experience Fund or (AAEF)

and return to:

Lydia Sermons • National Park Foundation • 1201 I Street, NW, Suite 550B • Washington, DC 20005

Contact info: (202) 354-6489 • Fax (202) 371-2066 • lsermons@nationalparks.org

AAEF/NPF's IRS (Non-profit) Tax Exempt Number: 52-1086761

Your contribution is tax deductible to the extent allowed by law.

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AFRICAN AMERICAN EXPERIENCE FUND

African American National Civil War Memorial, Washington, DC

“The Spirit of Freedom”, a 9-foot bronze statue commemorates the service of 209,145 African-American soldiers and sailors who fought for the Union in the American Civil War. The memorial includes panels with the names of those who served in the war.

African Burial Grounds National Monument, New York, New York

The nation’s earliest known African and African American cemetery. Unearthed in 1991 during excavation of the federal office building in lower Manhattan, the remains of 419 individuals were re-interred in 2003.

Booker T. Washington National Monument, Hardy, Virginia

Nineteenth century plantation commemorates the life and work of the acclaimed educator, orator and founder of Tuskegee Institute born here in April, 1856. Demonstrations of farm life in Civil War Virginia help bring to life the era.

Boston African American National Historic Site, Boston, Massachusetts

Operated through a cooperative partnership with the Museum of Afro-American History, this 1.6 mile trail links fifteen pre-Civil War African American history structures that give the history of the 18th and 19th century free Black community on the North Slope of Beacon Hill.

Brown vs. Board of Education National Historic Site, Topeka, Kansas

The landmark Supreme Court Decision ending legal segregation in public schools is commemorated at the former Monroe Elementary School attended by the Lead Plaintiff’s daughter.

Cane River Creole National Historical Park, Natchitoches, Louisiana

Part of the 40,000 acre Cane River National Heritage Area. The Oakland Plantation and portions of the Magnolia Plantation demonstrate the history of colonization, French Creole architecture and culture, cotton agriculture and slavery.

Carter G. Woodson Home National Historic Site, Washington, DC

Home and office of the “Father of Black History Month”, and founder of the Association for the Study of African American Life and History, scheduled for restoration by the National Park Service in 2006-08.

Frederick Douglass National Historic Site, Washington, DC

Cedar Hill, the final home (1877-1895) of the outspoken abolitionist, publisher, civil rights fighter. The home offers interpretation of his life from birth, including his work as U.S. Marshall of the District of Columbia and U.S. minister to Haiti.

George Washington Carver National Monument, Diamond, Missouri

Birthplace and childhood home of George Washington Carver, agronomist, educator and humanitarian. Discovery Center and ¾ mile trail provide insight into his early life and scientific genius.

Gullah/Geechee National Cultural Heritage Corridor, South Carolina, North Carolina, Georgia, and Florida

Extending from Wilmington, NC to Jacksonville, FL, the Gullah/Geechee National Cultural Heritage Corridor is home to the Gullah/Geechee people who were descendents of enslaved Africans from various ethnic groups of west and central Africa.

Little Rock Central High School National Historic Site, Little Rock, Arkansas

Site of the crucial testing ground of Brown v. Board of Education where nine African American students integrated the school in 1957 escorted by the 101st Airborne Division and continues to operate as the major high school in Little Rock.

Maggie L. Walker National Historic Site, Richmond, Virginia

Home of this major 20th century newspaper publisher, community and business leader and the first American woman to found and be president of a bank. Provides extensive insight into lifestyle of early 20th century entrepreneurs.

Martin Luther King, Jr. National Historic Site, Atlanta, Georgia

Birthplace, church and grave of the Nobel Peace Prize recipient and civil rights leader. Visitors will experience the restored "Sweet Auburn" district, the economic and cultural center of Atlanta's 20th century African American community.

Martin Luther King, Jr. National Memorial, Washington, DC

Honoring a man of conscience; the freedom movement of which he was a beacon; and his message of freedom, equality, justice and love, the Martin Luther King, Jr. National Memorial is the first site on the National Mall devoted, not to a United States President or war hero, but a citizen activist for civil rights and peace.

Mary McLeod Bethune Council House National Historic Site, Washington, DC

Headquarters of the National Council of Negro Women, established in 1935 commemorating Mrs. Bethune's leadership in the black women's rights movement from 1943-1949. Home of the largest existing archival collection of African American women.

Mary McLeod Bethune National Memorial, Lincoln Park, Washington, DC

A tribute to educator and activist Mary McLeod Bethune, the national memorial is the first monument to honor a black woman in a public park in the District of Columbia.

Natchez National Historical Park, Natchez, Mississippi

Among the preserved antebellum properties is the home of William Johnson "The Barber of Natchez", a prominent free black business man. His two thousand page diary provides a vivid picture of life in Natchez before the Civil War.

New Orleans Jazz National Historical Park, New Orleans, Louisiana

The park will interpret jazz as it has evolved in New Orleans and serve as a resource for a wide range of organizations involved with jazz and its history, including area schools.

Nicodemus National Historic Site, Nicodemus, Kansas

The only remaining western town established by African Americans during the reconstruction period, representing the western expansion and settlement of the Great Plains. Preserved buildings include a hotel, two churches, the town hall and school.

Paul Lawrence Dunbar State Memorial, Dayton Aviation Heritage National Park, Dayton, Ohio

Located in the Dayton Aviation Heritage National Historical Park commemorating Wilbur and Orville Wright, the home honors the life and work of this great poet who was a business associate and friend of Orville.

Port Chicago Naval Magazine National Memorial, Martinez, California

The site of the July 17, 1944 explosion, the largest homeland disaster of World War II, that killed 320 men instantly when the munitions ships they were loading with ammunition for the Pacific theatre troops blew up. Port Chicago National Memorial is about many things, from the tragedy of loss of life, to discrimination, segregation and the very beginnings of civil rights for all Americans.

Selma to Montgomery National Historic Trail, Selma, Lowndes and Montgomery Counties, Alabama

The fifty four mile trail traces the historic march that lead to the Voters Rights Act of 1965. The trail offers both pedestrian and automotive pathways, much of it remaining as it was in 1965 with interpretive centers and stops strategically placed along the way.

Tuskegee Airmen National Historic Site, Tuskegee, Alabama

Scheduled to open in 2012, this park will preserve the airfield, historic hangar and other buildings at Moton Field, where the first African American military pilots were trained and includes the stories of the thousands of supportive staff involved.

Tuskegee Institute National Historic Site, Tuskegee, Alabama

College founded in 1881 by Booker T. Washington includes preserved brick buildings constructed by Tuskegee students, Washington's home and the George Washington Carver Museum and offers extensive information about the struggle for higher education.

National Underground Railroad Network to Freedom

Provides on-going technical assistance to organizations in identifying, documenting, preserving and interpreting sites, travel routes and landscapes related to the Underground Railroad, including developing and operating interpretive and educational programs and facilities.

ABOUT THE NATIONAL PARK FOUNDATION

You are the owner of 84 million acres of the world's most treasured memorials, landscapes, ecosystems, and historic sites -- all protected in America's nearly 400 national parks. Chartered by Congress, the [National Park Foundation](#) is the official charity of America's national parks. We work hand in hand with the National Park Service to connect you and all Americans to the parks, and to make sure that they are preserved for the generations who will follow. Join us in supporting your national parks -- this is your land.

www.nationalparks.org.