



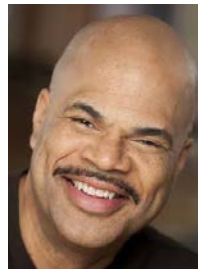
# CREATING ASSETS & WEALTH IN OUR COMMUNITY

KEYNOTE SPEAKER



Carla Harris, Vice Chair, Global Wealth Management, Morgan Stanley

EMCEE



T. Mychael Rambo



Sounds of Blackness, accompanying Carla Harris

# 07.26.18

COMMUNITY AWARDS • FUNDRAISING DINNER

SPONSORSHIP OPPORTUNITIES





## THE SOUNDS OF BLACKNESS (TSOB): 3-Time Grammy Award Winners!!!

From jazz and blues to rock & roll, R&B, gospel, spirituals, hip-hop, reggae and soul, TSOB colors each and every “sound of blackness” with uplifting messages of hope, unity, love and peace for all humankind — and they work passionately to achieve it.

Since January of 1971, the three-time Grammy Award-winning Sounds of Blackness, under the direction of Gary Hines, have performed on five continents for everyone from the homeless, prison inmates, and orphans, to kings, queens, and president, including five White House appearances.

TSOB has performed worldwide benefit concerts and recordings, for more than one billion people, including the 1992 & 1993 Grammy Awards, the 1996 Olympics, The United Nations Tele-food Concert (Jamaica), The United Nations 50th Anniversary – “People/Children of the World”, The United Negro College Fund, Scholarship America, the NAACP, The Children’s, HBO Comic Relief V (For The Homeless), and Hurricane Katrina and tsunami fundraisers.

TSOB have performed in numerous musical and theatrical productions, including the Smithsonian Institution to the Kennedy Center, film soundtracks from *Batman* and *Demolition Man*, to *Panther*, *Posse*, *Down in the Delta*, *First Sunday*, *Precious*, and *The Apostle*. TSOB toured with Luther Vandross, and have appeared or recorded with or for Quincy Jones, Stevie Wonder, Prince, Sting, Santana, Eric Clapton, Usher, Jimmy Jam & Terry Lewis, L.A. Reid & Babyface, Sir Elton John, Sir Andrew Lloyd Webber, Luther Vandross, Aretha Franklin, Bob Dylan, John Cougar, Patti LaBelle, Earth Wind & Fire, President Bill Clinton, Jay Leno, Lena Horne, B.B. King, the Minnesota Orchestra, Robin Williams, Jim Carrey, Whoopi Goldberg, Robert Duvall, and Maya Angelou.

In addition to three Grammy Awards, TSOB have won seven Stellar Awards, the International Time for Peace Award, and a 2012 NAACP Image Award for Best World Music Recording!

## T. MYCHAEL RAMBO: A FORCE OF NATURE!!!



Emmy Award Winner T. Mychal Rambo is a one-man Force of Nature — an accomplished singer-songwriter, playwright, actor and Arts educator. His movie credits include *The Naked Man* (1998), *The Cure* (1995) and *Domestics* (2016), and he has starred on stage locally and nationally, including the Penumbra and Guthrie Theatres. AALF is ecstatic to have him as emcee of our Annual Fundraising Dinner.

## CARLA HARRIS: Five-Star Triple Threat!!!

**The Leader** Carla Harris is a Vice Chairman, Managing Director and Senior Client Advisor at Morgan Stanley, where she has served clients for over 25 years. Ms. Harris has received numerous awards and honors, including *Fortune* magazine’s list of “The 50 Most Powerful Black Executives in Corporate America”, *Black Enterprise’s* “Top 75 Most Powerful Women in Business (2017),” and “Top 75 African Americans on Wall Street.” In August 2013, Carla Harris was appointed by President Barack Obama to chair the National Women’s Business Council. Prior to joining Morgan Stanley, Carla received an MBA, Second Year Honors from Harvard Business School and an AB in economics from Harvard University, graduating Magna Cum Laude. She is a member of the board of overseers of Harvard University and of the board of directors of the Walmart Corporation.

**The Author** “Carla’s Pearls” have become the centerpiece for her many speeches and television appearances. In her book, *Expect to Win*, (2009) (Hudson Press), Carla shares these valuable lessons, including: Authenticity: The Power is You; The 90-Day Rule; Perception is the Co-Pilot to Reality; The Mentor, The Sponsor, The Adviser: Having Them All; Leverage Your Voice; Balance is a Necessity: Use Your Passions to Achieve it; and Expect to Win: Show Up With Your Best Self Every Day. Carla’s most recent publication is *Strategize to Win* (2014).

**The Performer** In her other life, Carla is a singer, and has released several albums (*Carla’s First Christmas*, *Joy is Waiting*, *Unceasing Praise*), and has been featured on BET and the *CBS Evening News with Dan Rather* in his “American Dream” segment. Carla sang with the world-renowned Radcliffe Chorale Society, the oldest women’s singing group at Harvard, and in her own band Rhythm Company, and she has performed 5 sold out concerts at Carnegie Hall.



# CREATING ASSETS & WEALTH IN OUR COMMUNITY

The African American Leadership Forum (AALF) is the brain child of Gary Cunningham, CEO of the Metropolitan Economic Development Association. In 2007, as then Vice President of Programs for the Northwest Area Foundation (NWAf), Cunningham convened a group of African American men around his dining room table to talk about creating an Urban Agenda for the Twin Cities African American community. Simultaneously, he convened a group of African American women to engage in the same conversation. In 2008, Cunningham brought the two groups together — 45 African American men and women — at the Northwest Area Foundation, to establish the African American Leadership Forum.

This year's theme CREATING ASSETS AND WEALTH IN OUR COMMUNITY builds on AALF's consistent history of progress, change and growth through strategic partnerships in the public and private sectors. The belief is based on equity and economic opportunities for all members of society supporting AALF's growth initiatives in job creation, economic empowerment, reducing poverty and creating affordable housing. Go to [www: aalftc.org](http://www.aalftc.org) to register.

## PRESENTING SPONSOR

**\$25,000**

AALF Presenting Sponsorship is the official network for documenting and reporting on private and public partnerships, community, social and economic impact that led to the 2018 theme, "Creating Assets & Wealth in Our Community" and what lies ahead.

### PRESENTING SPONSOR RECEIVES:

- Name mention in all 2018 advertisements, marketing and promotions of the event prior, during and after the event taken throughout the community
- Social media posts embedded into the content on Facebook , Twitter and Google+
- Weekly message to email database of over 1,600 subscribers

### ON-SITE VALUE:

- VIP reception with Carla Harris
- Premium Access reserved seating (2 tables, 10 guests each)

## PLATINUM SPONSOR \$20,000

### MEDIA VALUE:

- Naming rights as Platinum sponsor
- Name mention as Platinum sponsor in all media, including press releases, interviews and promotional announcements
- Social media posts embedded into the content on Facebook, Twitter and Google+ promoting the event
- Wrap up video will include special sponsor recognition
- Logo on website Platinum event page
- Logo on FB event page banner

### ON-SITE VALUE:

- VIP reception with Carla Harris
- 2 reserved tables to the event (10 guests each)
- Logo on printed Platinum signage
- Name mention by host of the Platinum Logo on program, recognized as Platinum sponsor

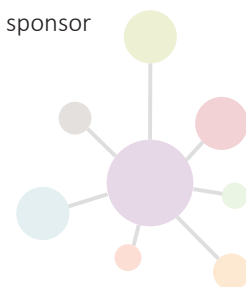
## GOLD SPONSOR \$15,000

### MEDIA VALUE:

- Social media posts embedded into the content on Facebook, Twitter and Google+
- Logo on website
- Bi-weekly eblast to the date of the event to database of over 1,600 subscribers

### ON-SITE VALUE:

- 1 table (10 guests)
- Logo on printed signage and digital screens
- Logo on program, recognized as Gold sponsor



# AALF PROGRAM DONATIONS

Donations can be targeted to specific AALF programs. Your generous donation funds critical existing programs in the community. Your company will be recognized as the sponsor of the program throughout the 2018 programming year.

## AALF 5 POINT PLAN TO END ECONOMIC INEQUALITY

**\$10,000**

The AALF 5 Point Plan to End Economic Inequality is designed to address policies and practices to address disparities in the four areas of employment, business, legislation and philanthropic investment, with the fifth point being the production of an annual report on progress being made in each of the four areas. AALF is currently working with state and local governments, and philanthropic organizations in producing these annual reports, and creating an African American Business Directory.

## THE AFRICAN AMERICAN FINANCIAL CAPABILITIES/COMMUNITY OF PRACTICE

**\$10,000**

The African American Financial Capabilities Community of Practice (a/k/a COP), is composed of 6 organizations along the asset and wealth building continuum - Build Wealth Minnesota, Northside Economic Opportunity Network (NEON), Meda, Model Cities, Aurora St. Anthony Neighborhood Development and AALF, which serves as the Manager of the COP. Each organization specializes in different areas of asset-building and wealth creation, from financial education literacy to affordable housing, business consulting, entrepreneur recruitment and mentoring, community development, and policy advocacy. The diverse strengths and more than 150 years of combined history of the collaboration enables us to implement successful asset-building programs that are sustainable.

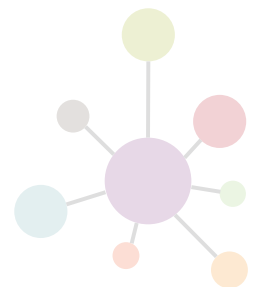
## THE JOSIE R. JOHNSON LEADERSHIP ACADEMY

**\$10,000**

In 2014, AALF established the Josie R. Johnson Leadership Academy (JRJLA). The JRJLA builds and supports networks of leaders by training a new generation of leaders, as well as building connectivity among current leaders through our Dr. Josie R. Johnson Leadership Academy (JRJLA). Thanks to the generous sponsorship of the Bush Foundation and The Minneapolis Foundation, the JRJLA leverages the time and talents of established African American leaders in business and philanthropy, government and politics, faith and religion, and community action to train the next generation of leaders for the community. Although, other training programs are available to emerging leaders, JRJLA fills a critical gap by addressing not only the professional skills necessary to achieve success, but culturally-specific needs of African Americans, including racial pride, psychological development, and collective consciousness.

Since 2015, the JRJLA has graduated 50 new leaders, including 4 PhD's, 15 Master's Degrees, 4 Juris Doctor (Law) Degrees, 2 Book Authors, and 5 MBA's. JRJLA graduates include 2016 Minnesota Teacher of the Year Abdul Wright; 2016 National Blue Ribbon School leader Dr. Billy Charvez Russell; 2015 state and national renewable energy award winner Jamez Staples; and, entrepreneur Nawal Noor, CEO & President of Noor Development Group.

AALF is a tax-exempt 501(c)(3) non-profit organization. Tax ID: 47-2200830.





# SPONSORSHIP AGREEMENT

This agreement is between \_\_\_\_\_ and the African American Leadership Forum. It outlines the understanding between the parties. Your sponsorship of Annual Celebration, includes deliverables outlined in your selected sponsorship package. Payment is due and payable upon signing to:

African American Leadership Forum  
222 S. 9th St.  
Suite 1600  
Minneapolis, MN 55402

AALF is a tax-exempt 501(c)(3) non-profit organization. Tax ID: 47-2200830

This agreement is non-cancelable and non-transferable.

## SELECT A SPONSORSHIP LEVEL:

**Presenting Sponsor** - \$25,000

**Platinum Sponsor** - \$20,000

**Gold Sponsor** - \$15,000

I, \_\_\_\_\_ (print name), agree to the terms and conditions of the sponsorship agreement outlined herein.

\_\_\_\_\_  
Name (signed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

Accepted by:

\_\_\_\_\_  
Dr. Sylvia Bartley  
Board Chair, AALF

\_\_\_\_\_  
Date

**We appreciate your support!**

