



THE MUHAMMAD ALI  
Humanitarian Awards

# Sponsorship Levels

## Premium Sponsor Levels

### Presenting Sponsor - \$100,000

- 2 premiere tables of ten for dinner and program
- Sponsor logo added to event logo as "Presented by"
- Sponsor's logo on invitation
- Full page ad on inside cover of written event program
- Sponsor's logo listed on Ali Center webpage & social media
- Sponsor's logo displayed on the front cover of the written event program
- Recognition from the stage during the event & on screen
- Complimentary suite at Downtown hotel in Louisville, KY for the night of the event (September 20, 2018)
- Invitation to Premium Sponsors' VIP Reception prior to Awards event
- Logo added to the Red Carpet backdrop and event signage
- Sponsor will be featured in Ali Center post event press releases, advertisements, and media outreach
- Sponsor name on table

### Gold Sponsor - \$75,000

- 2 premiere tables of ten for dinner and program
- Sponsor's logo listed on Ali Center webpage & social media
- Sponsor's logo on invitation
- Full page ad with prominent placing in written event program
- Invitation to Premium Sponsors' VIP Reception prior to Awards event
- Recognition from the stage during the event
- Sponsor name on table

### Silver Sponsor - \$50,000

- 1 premiere table of ten for dinner and program
- Sponsor's logo listed on Ali Center webpage
- Sponsor's name on invitation
- Half page ad in written event program
- Invitation to Premium Sponsors' VIP Reception prior to Awards event
- Recognition from the stage during the event
- Sponsor name on table

### Bronze Sponsor - \$25,000

- 1 table of ten for dinner and program
- Sponsor's logo listed on Ali Center webpage
- Sponsor's name on invitation
- 1/4 page ad in written event program
- Invitation to Premium Sponsors' VIP Reception prior to Awards event
- Sponsor name on table

## Table Sponsor Levels

### Table Sponsor - \$10,000

- 1 table of ten for dinner and program
- Sponsor name listed in written program
- Table location closer to stage
- 1/8 page ad in written event program
- Sponsor name on table

### Table Sponsor - \$5,000

- 1 table of ten for dinner and program
- Sponsor name listed in written program
- Sponsor name on table

\*All guests invited to the addition events leading up to the Humanitarian Awards during our Days of Greatness celebration. All tickets include access to the awards ceremony, a plated dinner, and cocktail hour to benefit the Muhammad Ali Center. Free valet parking. Pre-Check available for all Premium Sponsors to avoid registration at the event.

## Individual Tickets available at \$500 & \$1,000

\*Level Determines distance from the stage

