

# 2026 Freedom Award Sponsorship Overview

OCTOBER 1, 2026

5:30 GALA • 7:00 CEREMONY

THE ORPHEUM THEATRE • MEMPHIS, TN

# Join us...

- The National Civil Rights Museum will host its 35<sup>th</sup> Freedom Award event on Thursday October 1, 2026 at the Orpheum Theatre, preceded by a red carpet and pre-show gala at the Halloran Centre for Performing Arts.
- Since 1991, the Freedom Award has honored distinguished individuals who have made a significant global and national impact and who are lauded for their work in the struggle for civil and human rights.
- For more information, visit [www.freedomaward.org](http://www.freedomaward.org).

# Sponsorship Overview

	SIGNATURE	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	NONPROFIT
<b>Sponsorship Level</b>	\$100,000	\$50,000	\$30,000	\$15,000	\$7,500	\$5,000	\$2,500
<b>Guests for Pre-Show Gala &amp; Award Ceremony</b>	24	20	16	12	10	10	10
<b>Valet Parking Passes</b>	12	10	8	6			
<b>Guests for VIP Reception</b>	8	6	4				
<b>Ad or Logo in Program Book</b>	Full-Page Ad	Full-Page Ad	Half-Page Ad	Half-Page Ad	Qtr-Page Ad	Logo	Logo
<b>Brand Recognition on Onsite Signage</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Brand Recognition on Freedom Award Website</b>	Yes	Yes	Yes	Yes			

# Sponsorship Overview

- Sponsorships confirmed by July 31, 2026 are guaranteed for inclusion in additional pre-event advertising and promotion.
- To request an invoice or for any outstanding questions, please contact:
  - Jeanette O'Bryant, Senior Director of Development
  - [jobryant@civilrightsmuseum.org](mailto:jobryant@civilrightsmuseum.org)
- Proof of IRS 501c3 status will be required in 2026 to receive nonprofit sponsorship.
- Sponsorships will be made through the Classy platform unless otherwise discussed with NCRM. A 3% processing fee will be added to all credit card purchases.

# Presenting Sponsor - \$150,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Presentation of One Freedom Award Onstage
    - Admission for thirty (30) guests for the pre-show gala
    - Fifteen (15) valet parking passes
    - Entry for all guests for the VIP reception that takes place during the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the thirty (30) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Full-Page ad in program book
    - Brand recognition on national promotions
    - Brand recognition on onsite signage and on Freedom Award website through December 2026

# Signature Sponsor - \$100,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for twenty-four (24) guests for the pre-show gala
    - Twelve (12) valet parking passes
    - Entry for eight (8) guests for the VIP reception that takes place during the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the twenty-four (24) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Full-Page ad in program book
    - Brand recognition on onsite signage and on Freedom Award website through December 2026

# Platinum Sponsor - \$50,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for twenty (20) guests for the pre-show gala
    - Ten (10) valet parking passes
    - Entry for six (6) guests for the VIP reception that takes place during the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the twenty (20) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Full-Page ad in program book
    - Brand recognition on onsite signage and on Freedom Award website through December 2026

# Diamond Sponsor - \$30,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for sixteen (16) guests for the pre-show gala
    - Eight (8) valet parking passes
    - Entry for four (4) guests for the VIP reception that takes place during the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the sixteen (16) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Half-Page ad in program book
    - Brand recognition on onsite signage and on Freedom Award website through December 2026

# Gold Sponsor - \$15,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for twelve (12) guests for the pre-show gala
    - Six (6) valet parking passes
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the twelve (12) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Half-Page ad in program book
    - Brand recognition on onsite signage and on Freedom Award website through December 2026

# Host Committee - \$15,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for twelve (12) guests for the pre-show gala
    - Six (6) valet parking passes
    - Entry for two (2) guests for the VIP reception that takes place during the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the twelve (12) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Name listed in program book
    - Name recognition on Freedom Award website through December 2026

# Silver Sponsor - \$7,500

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for ten (10) guests for the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d’oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the ten (10) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Quarter-Page ad in program book
    - Brand recognition on onsite signage

# Bronze Sponsor - \$5,000

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for ten (10) guests for the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the ten (10) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Logo in program book
    - Brand recognition on onsite signage

# Nonprofit Sponsor - \$2,500

- You will receive:
  - PRE-SHOW GALA (HALLORAN CENTRE)
    - Admission for ten (10) guests for the pre-show gala
    - Red carpet experience
    - Gourmet cuisines – passed hors d'oeuvres and food stations
    - Beverage service included in sponsorship – wine, beer, and nonalcoholic
  - FREEDOM AWARD CEREMONY | THE ORPHEUM THEATRE
    - Admission and reserved seating by sponsorship level for the ten (10) guests as stated above
    - Dessert and coffee in courtyard following ceremony
  - BRAND RECOGNITION
    - Logo in program book
    - Brand recognition on onsite signage
- ALL NONPROFIT SPONSORS MUST SUBMIT 501(c)3 PAPERWORK IN 2026

NATIONAL CIVIL RIGHTS MUSEUM

# FREEDOM AWARD

