

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 35th 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.

Sponsorship Overview

	PRESENTING SPONSOR	SIGNATURE	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	NONPROFIT
Sponsorship Level	\$150,000	\$100,000	\$50,000	\$30,000	\$15,000	\$7,500	\$5,000	\$2,500
Guests for Pre-Show Gala & Award Ceremony	30	24	20	16	12	10	10	10
Valet Parking Passes	15	12	10	8	6			
Guests for VIP Reception	30	8	6	4				
Ad or Logo in Program Book	Full-Page Ad	Full-Page Ad	Full-Page Ad	Half-Page Ad	Half-Page Ad	Qtr-Page Ad	Logo	Logo
Brand Recognition on Onsite Signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Brand Recognition on Freedom Award Website	Yes	Yes	Yes	Yes	Yes			
Co-Sponsor of Student Forum	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
- Proof of IRS 501c3 status will be required in 2026 to receive nonprofit sponsorship.
- Sponsorships will be made through BBMS: [Freedom Award Sponsorship Payment | National Civil Rights Museum](#) 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
 - 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 cuisine – 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
 - CO-SPONSOR OF THE STUDENT FORUM
 - Deliver sponsor remarks
 - Sponsor seating

Signature Sponsor - \$100,000

- You will receive:
 - PRE-SHOW GALA (HALLORAN CENTRE)
 - Admission for twenty-four (24) guests
 - 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 cuisine – 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
 - 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 cuisine – 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
 - 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 cuisine – 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
 - Six (6) valet parking passes
 - Red carpet experience
 - Gourmet cuisine – 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
 - 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 cuisine – 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
 - Red carpet experience
 - Gourmet cuisine – 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
 - Red carpet experience
 - Gourmet cuisine – 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
 - Red carpet experience
 - Gourmet cuisine – 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

