

SPONSORSHIP LEVELS & BENEFITS

Chaired by Leslie
Dunne Ketner and
Robert C. Ketner



CITATION AWARD DINNER

AN EVENING OF **CONNECTION,**
COMPASSION, AND COMMUNITY.

Wednesday, November 8, 2023 | 5:45 - 9:00 p.m. | Koury Convention Center

Benefitting NCCJ's work to build welcoming and inclusive communities for all of us - not just some of us.



Become an event sponsor or
reserve your tickets at
www.nccjtriad.org/citation



Honorees TBA June 2023

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Dear friend,

Will you join us on Wednesday, November 8th for NCCJ's 57th annual Citation Award Dinner?

Every autumn, NCCJ's Citation Award Dinner convenes 1,000+ business and community leaders from across the Triad. We gather to share a meal; to celebrate diversity and embrace inclusion; to build bridges of mutual respect between people of different races, religions, and cultures; and to honor local leaders for their outstanding efforts to make the Triad a better place to work and live for all of us - not just some of us.

Your sponsorship will increase visibility and raise funds to advance NCCJ's mission of fostering understanding and respect among people of all identities and backgrounds. It's a great way to show your commitment to creating a more equitable and just future for our Triad communities.

We are honored to chair this year's Citation Award Dinner. We hope you will join us as investors in NCCJ – and in the future of our beloved community – by sponsoring this important gathering.

In partnership,

Two handwritten signatures in blue ink. The first signature is 'Leslie D. Ketner' and the second is 'RC Ketner'.

Leslie Dunne Ketner and Robert C. Ketner
Chairs, NCCJ's 2023 Citation Award Dinner

REASONS TO SPONSOR



Want to make our community a more just, compassionate place?

As a sponsor of the Citation Award Dinner, you:

1. Invest and engage in the Triad community, reaching hundreds of local businesses, organizations, and community leaders.
2. Make a powerful statement about the value you place on diversity, inclusion, and respectful dialogue across all segments of our community.
3. Support NCCJ – an engaged, equipped organization working to make the Triad an even more welcoming and inclusive place for all of us.
4. Reach tomorrow's leaders today. NCCJ's Anytown is in its 35th year, which means that 35 summers of graduates are actively shaping our community. The youngest are in high school now and already making waves. They will be even more influential in years to come as they attend college, start careers, and deepen their civic engagement.

Invest in our community's future. Confirm your sponsorship of NCCJ's 2023 Citation Award Dinner at www.nccjtriad.org/citation

Questions? Contact Gloria Hoover at ghoover@nccjtriad.org or 336-272-0359 x 160

ABOUT NCCJ



Community begins with connection... and connection begins with conversation.

When people know how to respectfully communicate across difference, everyone benefits.

What We Do

NCCJ is a human relations organization working to build communities free of bias, bigotry and racism. We promote understanding and respect among all cultures, races, and religions through advocacy, education, and dialogue. We work with people of all ages, from teens to retirees.

Our flagship program is **Anytown**, a week-long youth leadership program that brings high school students together to tackle tough questions about issues like race, gender, religion and more while building community with a diverse group of their peers. Throughout the school year, we work with students and educators to build more inclusive, respectful school environments.

We've Worked With:

- Students in public and independent schools in Guilford County and beyond
- Educators at schools including NC A&T, High Point University, Davidson County Community College, and Greensboro Day School
- Businesses like AuthoraCare, Replacements, Ltd., and Liberty Hardware
- Government including the City of Greensboro, the Greensboro Police Department, and the State of North Carolina
- Community groups like the Greensboro Chamber of Commerce, Elsewhere, the International Visitor Leadership Program, GreenHill, and various houses of worship

Questions? We would love to hear from you. Contact us at (336) 272-0359 or nccj@nccjtriad.org



ABOUT THE CITATION AWARD DINNER

NCCJ's Citation Award Dinner is the Triad's largest annual event celebrating diversity, equity and inclusion. Since 1964, this community event has gathered local community, business and faith leaders to share a meal and celebrate local leaders for their extraordinary efforts to build a more inclusive and welcoming community for all of us - not just some of us. The Citation Award Dinner is also NCCJ's major annual fundraiser, providing 40% of the funds we need to sustain and grow our work of fighting bias, bigotry and racism. We look forward to showcasing the work that's possible thanks to investments from people like you.

The Citation Award Dinner will take place at Koury Convention Center on Wednesday, November 8, 2023 from 5:45 to 9 p.m.

Flow of the evening:

Virtual option : 7:15 - 9 p.m. Livestreamed program

In-Person: 5:45 - Reception with cash bars | 6:45 - Dinner | 7:15 to 9 p.m. - Program

Major sponsors in 2022 included: Joy Cohen Shavitz Foundation • Koury Corporation • Carolina Peacemaker • Cone Health • The Dassow Dawson Family • Piedmont Natural Gas • Joseph M. Bryan Foundation of Greater Greensboro • News & Record • Replacements, Ltd. • Well•Spring • Arch MI • Bernard Robinson & Company • Joseph M. Bryan, Jr. • Pat and Pete Cross • DeJoy Wos Family Foundation • High Point University • ON Services • Procter & Gamble • Quaintance-Weaver Restaurants and Hotels • Ralph Lauren • Tanger Outlets • Triad Business Journal • UNC Greensboro

For more information and to confirm your support, visit www.nccjtriad.org/citation

Photographs by Ivan Saul Cutler



SPONSORSHIP LEVELS + BENEFITS

\$50,000 Legacy Champion (1 available)

BENEFITS

- 3 tables of 10 / reserved spots for 30 people
- Opportunity to be recognized on-stage and give remarks
- Premier and exclusive logo placement ...
 - on printed event invitation (if reserved by August 31)
 - at the top of sponsor slides, signs and lists at the event
 - at the top of all newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 9 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Platinum Level
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 5 logo posts and a message of your choice

\$25,000 Justice Champion

BENEFITS

- 3 tables of 10 / reserved spots for 30 people
- Opportunity to be recognized on-stage and give remarks
- Premier logo placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 9 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Platinum Level
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 3 logo posts and a message of your choice

SPONSORSHIP LEVELS + BENEFITS

\$15,000 Equity Champion

BENEFITS

- 2 tables of 10 / reserved spots for 20 people
- Prominent logo placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 9 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Gold Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 2 logo posts and a message of your choice

\$10,000 Community Champion

BENEFITS

- 2 tables of 10 / reserved spots for 20 people
- Prominent logo placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 6 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 2 logo posts

\$7,500 Advocacy Champion

BENEFITS

- 2 tables of 10 / reserved spots for 20 people
- Prominent logo placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 6 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 2 logo posts

SPONSORSHIP LEVELS + BENEFITS

\$6,000 Accessibility Sponsor (1 available)

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Exclusive logo placement ...
 - **during livestream and in-person program, as caption underwriter**
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 6 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 1 logo post

\$6,000 Reception Sponsor (1 available)

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Exclusive logo placement ...
 - **on slides and signs during reception from 5:45 - 6:45 p.m.**
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 6 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 1 logo post

\$6,000 Photo Station Sponsor (1 available)

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Exclusive logo placement ...
 - **on step-and-repeat banner at entry to Guilford Ballroom**
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 6 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 1 logo post

SPONSORSHIP LEVELS + BENEFITS

\$5,000 Respect Champion

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Logo placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 3 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Silver Level (organizations) or Platinum Level (individuals)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn) with 1 logo post

\$2,500 Inclusion Champion

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Name (not logo) placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 3 months
- "DEI Spotlight" (organizations only)
 - Opportunity to publicly spotlight a team member for their exceptional work to lead DEI (diversity, equity and inclusion) efforts within your organization. Spotlight slide features their photo, name, title, and 3 bullet points about their work.
- Recognition in NCCJ's Leadership Circle at Gold Level (individuals only)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn)

\$1,500 Awareness Champion

BENEFITS

- 1 table of 10 / reserved spots for 10 people
- Name (not logo) placement ...
 - on sponsor slides, signs and lists at the event
 - in newspaper advertisements (in the Carolina Peacemaker, News & Record, Triad Business Journal, Triad City Beat)
 - on NCCJ's website
 - in NCCJ's monthly newsletter (sent to 4,500+ people) for 3 months
- Recognition in NCCJ's Leadership Circle at Silver Level (individuals only)
- Recognition in NCCJ social accounts (Instagram, Facebook LinkedIn)

SPONSORSHIP CHART

Sponsorship levels and associated benefits for NCCJ's Citation Award Dinner. **Interested in a benefit not listed below? Let's talk.** Contact Erika Rain Wilhite at ewilhite@nccjtriad.org or 336-272-0359 x 150

	LEGACY	JUSTICE	EQUITY	COMMUNITY	ADVOCACY	ACCESSIBILITY*	RECEPTION*	PHOTO STATION*	RESPECT	INCLUSION	AWARENESS
Amount	\$50,000	\$25,000	\$15,000	\$10,000	\$7,500	\$6,000	\$6,000	\$6,000	\$5,000	\$2,500	\$1,500
Number of guests	30	30	20	20	20	10	10	10	10	10	10
On-stage presentation and remarks	❖	❖									
Premier logo placement	❖	❖									
Prominent logo placement			❖	❖	❖						
Exclusive logo placement	❖					❖	❖	❖			
Logo placement									❖		
Name (not logo) placement										❖	❖
DEI leader spotlight (organizations only)	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖	
Recognized in NCCJ Leadership Circle***	❖	❖	❖	❖	❖	❖	❖	❖	❖	❖***	❖***
Recognized in NCCJ's monthly newsletter	9 months	9 months	9 months	6 months	6 months	6 months	6 months	6 months	3 months	3 months	3 months
Recognized on NCCJ's Instagram, Facebook and LinkedIn	5 logo posts + message of your choice	3 logo posts + message of your choice	2 logo posts + message of your choice	2 logo posts	2 logo posts	1 logo post	1 logo post	1 logo post	1 logo post	1 post	1 post

***Accessibility, Reception** and **Photo Station** levels are each limited to one sponsor.

*****NCCJ's Leadership Circle is our major giving circle.** Membership starts at \$1,000 for individuals and \$5,000 for organizations. These levels are calculated based on cumulative (total) gifts made during each calendar year. Leadership Circle members receive recognition throughout the year (not just at the Citation Award Dinner).

LAST YEAR'S SPONSORS

DIVERSITY CHAMPIONS

JOY COHEN SHAVITZ FOUNDATION

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CORPORATION
BUILDER & DEVELOPER

SOCIAL JUSTICE CHAMPIONS

Carolina Peacemaker
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CONE HEALTH

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DAWSON FAMILY

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There's a place for you

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CHARLES ARIS

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THE ORAL SURGERY INSTITUTE OF
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RIOTT FOR CHANGE
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TRUIST
WOMBLE BOND DICKINSON (US) LLP

AWARENESS CHAMPIONS

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THE ARMFIELD FOUNDATION
BETH DAVID SYNAGOGUE
DENNY KELLY AND LOU BOUVIER
BUSINESS HIGH POINT CHAMBER
OF COMMERCE
CASCADE FIRE PROTECTION
CITY OF GREENSBORO
CIVIL RIGHTS PILGRIMS 2022
PRESTON AND GRISELDA CLARK
SALLY B. CONE
CONE HEALTH INCLUSION GROUPS
CONE HEALTH FOUNDATION
CT WILSON CONSTRUCTION
COMPANY INC & SELF HELP
DELMAN & COMPANY, CPAS
DOWNTOWN GREENSBORO, INC.
DUDLEY BEAUTY CORP. LLC
ELON UNIVERSITY SCHOOL OF LAW
FIRST BANK

BRIAN GOLDBERG AND
KATHY FORDHAM
FOX ROTHSCHILD
GILLIAM BELL MOSER LLP
GLASBEAR LLC
ASHLEY MEREDITH AND MELISSA
GREER, BHHS YOST AND LITTLE REALTY
SANDY NEERMAN AND RALPH GORRELL
GREENSBORO CHAMBER OF COMMERCE
GREENSBORO JEWISH FEDERATION
GREENSBORO PUBLIC LIBRARY
LINDA & MARK HALE
HANES-LINEBERRY FUNERAL SERVICES
HUGH AND OLYMPIA HOLSTON
INTERNATIONAL CIVIL RIGHTS CENTER
AND MUSEUM
JEFFREY FAMILY AND FRIENDS
KATHY MANNING AND
RANDALL KAPLAN
BETH AND JOHN KING
KISCO SENIOR LIVING

EMILY AND ED KITCHEN
LEBAUER HEALTHCARE
THERESA LEE
LIFT COACHING AND CONSULTING/
MONA EDWARDS
LINCOLN FINANCIAL GROUP
JENNIFER AND JIM MARTINEAU
MARTINEAU RECRUITING
HECTOR AND BRENDA MCEACHERN
WINSTON MCGREGOR
JIM MORGAN
CAROLYN & MARC NESI
NEWTON FAMILY
NO NAME BOOK CLUB
NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY
PACE COMMUNICATIONS
PARTNERS IN EQUITY
ALEXIS AND TONY PETITT
TARA AND STEVE SANDERCOCK

STEVEAN MOSH AND ELEANOR
SCHAFFNER-MOSH
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CHERYL T. AND HENRY W. B.
SMITH, III
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JEN AND AARON STRASSER
VANESSA HAYGOOD &
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THRIVE HIGH POINT
TIGERMOTH CREATIVE
TRIAD BUSINESS BANK
TRIAD FINANCIAL ADVISORS
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MARSHALL TUCK
UNITED WAY OF GREATER
GREENSBORO
WEAVER FOUNDATION



CITATION AWARD DINNER

AN EVENING OF CONNECTION,
COMPASSION, AND COMMUNITY.

WEDNESDAY, NOVEMBER 8, 2023 | 5:45 - 9 PM

Champion Levels and Individual Ticket Prices: PLEASE INDICATE YOUR LEVEL OF SUPPORT

- ☐ Legacy Champion (exclusive to one sponsor) \$50,000
- ☐ Justice Champion \$25,000
- ☐ Equity Champion \$15,000
- ☐ Community Champion \$10,000
- ☐ Advocacy Champion \$7,500
- ☐ Accessibility Sponsor (exclusive to one sponsor) \$6,000
- ☐ Reception Sponsor (exclusive to one sponsor) \$6,000
- ☐ Photo Station Sponsor (exclusive to one sponsor) \$6,000
- ☐ Respect Champion \$5,000
- ☐ Inclusion Champion \$2,500
- ☐ Awareness Champion \$1,500
- ☐ Individual Ticket \$150 _____ # of tickets _____
- ☐ Contribution \$ _____

Sponsor Name: _____

Primary Contact: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Event Contact: _____

Event Contact Email: _____

Event Contact Phone: _____

Mailing Address: _____

Return this form to Gloria Hoover:

Email: ghoover@nccjtriad.org

Fax: (336) 272-1814

Mail: 713 North Greene Street, Greensboro, NC 27401

We will email your table assignment(s) and other key details before the event.

Please send your guests' names and any dietary restrictions by Monday, October 30 to Gloria Hoover at (336) 272-0359 x 160 or ghoover@nccjtriad.org