

| LEVEL                                                          | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Freedom Sponsor</b><br/><b>\$200K</b><br/><b>(1)</b></p> | <ul style="list-style-type: none"> <li>Four (4) tables of 10, including table signage</li> <li>Four (4) tickets to private pre-gala VIP reception, including world premiere of NURFC's new marketing video</li> <li>Speaking opportunity during pre-gala VIP reception (optional)</li> <li>Ten (10) tickets to special pre-gala learning forum, featuring renowned authors Jon Meachem and David Blight</li> <li>Logo as Presenting Sponsor on print and electronic invitation*</li> <li>Full page program ad</li> <li>Logo as Presenting Sponsor on program front cover</li> </ul> | <ul style="list-style-type: none"> <li>Attend scheduled joint TV/radio interviews with NURFC rep as available</li> <li>Recognition as Presenting Sponsor during event</li> <li>Recognition as Presenting Sponsor during pre-gala learning forum</li> <li>Recognition as Presenting Sponsor in press release</li> <li>Logo recognition as Presenting Sponsor on NURFC landing page for IFCA</li> <li>Recognition as Presenting Sponsor in social media post</li> <li>Recognition as Presenting Sponsor in rotation on external NURFC digital billboard during event or during event promo days</li> </ul> | <ul style="list-style-type: none"> <li>Logo recognition as Presenting Sponsor at main lobby and on all floors</li> <li>Recognition as Presenting Sponsor in rotation on Duke Energy Convention Center digital marquee during event or during event promo days</li> <li>Priority interview status for IFCA "Red Carpet" video</li> <li>Two virtual one-hour NURFC Social Justice Leadership Workshops for up to 50 people (2022)</li> <li>Two virtual one-hour NURFC-led implicit bias learning forums (2022)</li> <li>A private behind the scenes look at the Freedom Center with NURFC president and key leaders for up to 25 people (2022)</li> </ul> |
| <p><b>Dream Sponsor</b><br/><b>\$100K</b><br/><b>(4)</b></p>   | <ul style="list-style-type: none"> <li>Two (2) tables of 10, including table signage</li> <li>Two (2) tickets to private pre-gala VIP reception, including world premiere of NURFC's new marketing video</li> <li>Eight (8) tickets to special pre-gala learning forum, featuring renowned authors Jon Meachem and David Blight</li> <li>Full page program ad</li> <li>Logo recognition in IFCA invitation*</li> </ul>                                                                                                                                                              | <ul style="list-style-type: none"> <li>Logo recognition in IFCA program*</li> <li>Recognition as Dream Sponsor during event</li> <li>Recognition as Dream Sponsor in press release</li> <li>Logo recognition as Dream Sponsor on NURFC landing page for IFCA</li> <li>Recognition as Dream Sponsor in social media post</li> <li>Logo recognition as Dream Sponsor at main lobby and on all floors</li> </ul>                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Logo recognition as Dream Sponsor in rotation on Duke Energy Convention Center lobby digital marquee during event and during event promo days</li> <li>Preferred interview status for IFCA "Red Carpet" video</li> <li>One virtual one-hour NURFC Social Justice Leadership Workshop for up to 50 people (2022)</li> <li>One virtual one-hour NURFC-led implicit bias learning forum (2022)</li> </ul>                                                                                                                                                                                                           |

\*If commitment received prior to June 25

\*\*Preferred placement determined in date order of when commitment is received

## INTERNATIONAL FREEDOM CONDUCTOR AWARDS SPONSORSHIP OPPORTUNITIES (CONT.)

EVENT DATE: October 16, 2021

| LEVEL                                              | BENEFITS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Torch Sponsor</b><br><b>\$30K</b><br><b>(8)</b> | <ul style="list-style-type: none"> <li>■ One (1) table of 10, including table signage</li> <li>■ One (1) ticket to private pre-gala VIP reception, including world premiere of NURFC's new marketing video</li> <li>■ Six (6) tickets to pre-gala learning forum, featuring renowned authors Jon Meachem and David Blight</li> <li>■ Half-page program ad</li> <li>■ Logo recognition in IFCA invitation*</li> <li>■ Logo recognition in IFCA program*</li> <li>■ Recognition as Torch Sponsor during event</li> <li>■ Logo recognition as Torch Sponsor on NURFC landing page for IFCA</li> <li>■ Logo recognition as Torch Sponsor on event signage</li> </ul> |
| <b>Hero Sponsor</b><br><b>\$10K</b><br><b>(15)</b> | <ul style="list-style-type: none"> <li>■ One (1) table of 10, including table signage</li> <li>■ Two (2) tickets to pre-gala learning forum, featuring renowned authors Jon Meachem and David Blight</li> <li>■ Quarter-page program ad</li> <li>■ Name recognition in IFCA invitation*</li> <li>■ Name recognition in IFCA program*</li> <li>■ Recognition as Hero Sponsor during event</li> <li>■ Name recognition as Hero Sponsor on NURFC landing page for IFCA</li> <li>■ Name recognition as Hero Sponsor on event signage</li> </ul>                                                                                                                      |
| <b>Gala Table Sponsor</b><br><b>\$5K</b>           | <ul style="list-style-type: none"> <li>■ One (1) table of 10, including table signage</li> <li>■ Name listing in IFCA invitation*</li> <li>■ Name listing in IFCA program*</li> <li>■ Preferred table placement**</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Host/Hostess Ticket</b><br><b>\$500</b>         | <ul style="list-style-type: none"> <li>■ One (1) ticket</li> <li>■ Name listing in IFCA program*</li> <li>■ Preferred seating placement**</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>General Ticket</b><br><b>\$300</b>              | <ul style="list-style-type: none"> <li>■ One (1) ticket</li> <li>■ Seating assigned automatically</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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