



December 17, 2009

Dear Friend of the Center,

On Friday, February 26, 2010, the Annual Gala and Pioneer Awards Program will be held at the Kentucky Center for African American Heritage located at 1701 West Muhammad Ali Boulevard. The Gala is the Center's largest event held annually and supports its operations, community, and educational programs.

On behalf of the Board of Directors we invite you to join us this year in the celebration of the life and legacy of Mr. Chuck Olmstead, longtime WHAS-TV reporter since 1975. Chuck was considered a true broadcast legend in Louisville. Mayor Jerry Abramson once said "The community is better off for having had Chuck as part of the fabric of Louisville for three decades."

We request your support for this important and historic event by becoming a sponsor or purchasing individual tickets for the 2010 Gala! Your participation creates a unique opportunity to be among the first to premier the opening exhibit, "**Tutankhamen: Wonderful Things: From the Pharaoh's Tomb**", **being sponsored by E.ON U.S.** Widespread local, regional and national media coverage is anticipated.

Please review and complete the attached sponsorship and ticket purchase information and return to the following address.

Kentucky Center for African American Heritage  
315 Guthrie Green, Suite 400  
Louisville, Kentucky 40202  
ATTN: Rita Y. Phillips, Interim Operations Manager

If you have questions or require additional information, please feel free to contact the Foundation office at (502) 583-4100. Again, thank you for your continued support and we look forward to celebrating this important and historic occasion with you in 2010.

Sincerely,

*RAR*

Richard-Abraham Rugnao  
Public Affairs, Sr. Manager  
Government Relations & Global Diversity  
YUM! Brands, Inc.

Enclosures

**2010 KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE  
2010 GALA  
SPONSORSHIP LEVELS**

**Gold -- \$30,000 – YUM! Brands, Inc.**

- Two Reserved VIP tables for ten, premier placement, highlighting company name
- Sponsorship of the general pre-gala reception
- Company representative introduced as Gold sponsor to provide brief remarks
- Company logo prominently displayed throughout evening
- Company recognition in the event program
- Company logo highlighted on gala web site

**Silver -- \$20,000 – AT&T Kentucky**

- One Reserved VIP table for ten, premier placement, highlighting company name
- Four tickets for pre-gala VIP reception
- Company representative introduced as Silver sponsor to provide brief remarks
- Company logo prominently displayed throughout evening
- Company recognition in the event program
- Company logo highlighted on gala web site

**Bronze -- \$10,000**

- One Reserved VIP table for ten, premium placement, highlighting company name
- Two tickets for pre-gala VIP reception
- Company representative recognized as Bronze sponsor of the event
- Company logo prominently displayed during event
- Company recognition in the event program
- Company logo highlighted on gala web site

**Brass -- \$5,000**

- One Reserved table for ten, prominent placement, highlighting company name
- Company name prominently displayed during event
- Company recognition in the event program
- Company name listed on gala web site

**Table Sponsor -- \$2,500**

- One Reserved table for ten highlighting company name
- Company recognition in the event program
- Company name listed on gala web site

**INDIVIDUAL TICKETS -- \$150**

**KENTUCKY CENTER FOR AFRICAN AMERICAN HERITAGE  
2010 BLACK HISTORY MONTH GALA  
RESERVATION FORM**

Please indicate sponsorship level:

\_\_\_\_\_ Bronze      \_\_\_\_\_ Brass      \_\_\_\_\_ Table Sponsor

Company/Individual Name \_\_\_\_\_

Company/Individual Address \_\_\_\_\_

Company Contact Name \_\_\_\_\_

Company/Individual  
Telephone Number \_\_\_\_\_

For additional information or questions, call (502) 583-4100

**OTHER**

Yes, please reserve \_\_\_\_\_ tickets (\$150.00 each)

Yes, please reserve \_\_\_\_\_ table/s for my organization/corporation

Table Reservations are \$2,500.00 for table of ten (10)

Yes, please reserve advertisement in the Gala Program:

\$500.00 \_\_\_\_\_ Full page advertisement

\$350.00 \_\_\_\_\_ Half page advertisement

\$250.00 \_\_\_\_\_ ¼ page advertisement

Total advertisement: \_\_\_\_\_

**All advertisements are due by Tuesday, January 26, 2010. Ads must be camera ready. Black and white only required.**

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 Credit card payment (AX, MC, VI) # \_\_\_\_\_ exp \_\_\_\_\_

Check payment

Please remit payments to: Kentucky Center for African American Heritage  
315 Guthrie Green – Suite 400  
Louisville, KY 40202  
Attn: Rita Y. Phillips