Fulbright Prize for International Understanding
The Fulbright Prize for International Understanding honors the world’s most prestigious international exchange program, as well as the legacy of its creator, the late Senator J. William Fulbright.

Since 1993, the Prize has recognized outstanding contributions to promoting peace through greater understanding among peoples, cultures, and nations. The Prize, which includes a US$50,000 award, is presented at a ceremony where the Laureate gives an address.

The Prize has a distinguished history of Laureates, among them Nelson Mandela, Jimmy Carter, Desmond Tutu, Bill Clinton, Vaclav Havel, Corazon Aquino, Mary Robinson, Doctors without Borders, Bill and Melinda Gates, and Angela Merkel.

As the Association’s most important fundraiser, event sponsorships and donations provide critical support to the Fulbright Association’s programs in education, advocacy, and public service, including outreach to under-represented communities.

The Prize also directly benefits the charitable priority of the Laureate. This year, Bono will be donating his $50,000 award to ONE and (RED).

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Bono
U2 lead singer and cofounder of ONE and (RED)
2021 Fulbright Prize Laureate

The Fulbright Association honors Bono’s commitment to seek justice by fighting to end extreme poverty, tackle global health crises, and spur economic development in the poorest parts of the planet. The Fulbright Association believes that Bono embodies the best of leadership in times of unrelenting global crises and challenges.

Bono will be donating the award funds to ONE and (RED).

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Event Details

Omni Shoreham Hotel
2500 Calvert St NW, Washington, D.C.

Schedule

5:00 - 6:15 PM
Welcome Reception

6:30 - 7:30 PM
Prize Ceremony

7:30 - 8:15 PM
Seated Dinner

8:15 - 9:00 PM
Dessert Reception

All times are in Eastern Daylight Time (EDT)

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Sponsorship Benefits

The Fulbright Association offers partners and sponsors the opportunity to support the Prize while aligning their name or corporate brands with the world’s most prestigious and respected educational exchange program.

Network and Build Relationships

Interact with the Fulbright community. Key attendees include:

➢ Members of Congress, Administration Officials, Foreign Ambassadors
➢ Corporate, Non-Profit, and Higher Education Leaders
➢ Faculty from Colleges and Universities across the United States
➢ American and Global Fulbright Grantees and Alumni

Brand Recognition

Achieve brand visibility, awareness, and meaningful connections by supporting the Prize. From pre-event communications to on-site branded activities, sponsorships offer meaningful, high-value exposure to your most important prospects, clients, and peers.

The event will be streamed live online and viewable around the world.

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Align your brand with the prestigious Fulbright Prize
Past Laureates include

Nelson Mandela 1993
Jimmy Carter 1994
Corazon C. Aquino 1996
Kofi Annan 2001
Sadako Ogata 2002

Colin L. Powell 2004
Desmond Tutu 2008
Bill and Melinda Gates 2010
Doctors Without Borders 2012
Angela Merkel 2018

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Global Partner $100,000</th>
<th>Platinum Sponsor $75,000</th>
<th>Gold Sponsor $50,000</th>
<th>Silver Sponsor $25,000</th>
<th>Bronze Sponsor $15,000</th>
<th>Individual Sponsor $10,000</th>
<th>College/University $5,000</th>
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</tbody>
</table>

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Additional Sponsorship Opportunities

**LIVE STREAM SPONSOR $15,000 – Exclusive**
Unavailable as of 1/19
- 30-second Video played in Waiting Room before Event begins
- Logo/Name on Social Media & Email
- Public Announcement as Live Stream Reception Sponsor on Stage
- Inclusion in Event Program
- Hyperlinked Logo/Name on Website
- Access to Event Videos and Event Photos
- 2 VIP Seats

**WELCOME RECEPTION SPONSOR $10,000 – Exclusive**
Unavailable as of 1/6
- Logo/Name displayed on Main Screen throughout Reception
- Customized Signage prominently displayed at Reception
- Public Announcement as Welcome Reception Sponsor on Stage
- Inclusion in Event Program
- Hyperlinked Logo/Name on Website
- Access to Event Videos and Event Photos
- 2 VIP Seats

**DESSERT RECEPTION SPONSOR $10,000 – Exclusive**
Unavailable as of 1/18
- Logo/Name displayed on Main Screen throughout Reception
- Customized Signage prominently displayed at Reception
- Public Announcement as Dessert Reception Sponsor on Stage
- Inclusion in Event Program
- Hyperlinked Logo/Name on Website
- Access to Event Videos and Event Photos
- 2 VIP Seats

**New! PHOTO AREA SPONSOR $10,000 – Exclusive**
One (1) Available
- Wi-Fi network splash page branded with Logo/Name
- Logo/Name on Wi-Fi Signage
- Inclusion in Event Program
- Hyperlinked Logo/Name on Website
- Access to Event Videos and Event Photos
- 2 VIP Seats

*Deadlines apply – Sponsorship must be purchased by **Monday, March 7, 2022** to be published in the Event Program and appear on the Step & Repeat.*

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
Additional Sponsorship Opportunities

New! EVENT WI-FI SPONSOR $7,500 – Exclusive
One (1) Available
➢ Wi-Fi network splash page branded with Logo/Name
➢ Logo/Name on Wi-Fi Signage
➢ Inclusion in Event Program
➢ Hyperlinked Logo/Name on Website
➢ Access to Event Videos and Event Photos
➢ 2 VIP Seats

New! TABLE SPONSOR (MEMBERS) $3,000 – Multiple
Multiple Available
➢ Customized signage prominently displayed on table
➢ Inclusion in Event Program
➢ Hyperlinked Logo/Name on Website
➢ Access to Event Videos and Event Photos
➢ 6 VIP Seats (with 2 additional reserved seats for young Fulbrighters)

New! TABLE SPONSOR (NON-MEMBERS) $3,600 – Multiple
Multiple Available
➢ Customized signage prominently displayed on table
➢ Inclusion in Event Program
➢ Hyperlinked Logo/Name on Website
➢ Access to Event Videos and Event Photos
➢ 6 VIP Seats (with 2 additional reserved seats for young Fulbrighters)

NAMED SPONSOR $2,000 – Multiple
Multiple Available
➢ Inclusion in Event Program
➢ Hyperlinked Logo/Name on Website
➢ Access to Event Videos and Event Photos
➢ 2 VIP Seats

If you are not a member, you may join at any time prior to your sponsorship to receive a $600 member discount

*Deadlines apply – Sponsorship must be purchased by Monday, March 7, 2022 to be published in the Event Program and appear on the Step & Repeat

For additional information, please contact Alicia Montague at Alicia@Fulbright.org
COVID-19 Event Safety & Responsibility

Your health and safety is important to us. We are actively tracking the emerging news and science around the new Omicron variant. We will continue to monitor and adjust our plans and health protocols as necessary. The details below are just some of the precautions we will implement at the Prize.

**Vaccination Requirement**
All guests must provide proof of full vaccination against COVID-19 (electronic or physical copy to be shown upon check-in) and a valid photo ID. A list of approved vaccinations by the World Health Organization (WHO) can be found [here](#). **We strongly encourage all attendees who are eligible to receive the COVID-19 Booster in addition to being fully vaccinated.**

**Mask Requirement**
All participants will be required to wear masks in the venue and during the event. Masks must be worn at all times except while actively eating/drinking or outside of the hotel. We highly recommend N95, KF94s, or N95 masks.

**Venue Safety**
The Omni Hotel is committed to cleaning, sanitizing, and disinfecting procedures, including recommendations from the CDC and EPA. Read the Omni’s full [Safe & Clean Program here](#).

- All associates who prepare or handle food will be required to wear gloves and hairnets/hats, and other protective equipment while preparing food or in any food preparation areas
- Sanitization stations will be available throughout the venue to encourage frequent hand sanitization
- Each banquet table will be set with 8 chairs (rather than 10) and aisles will be increased, to allow for additional spacing and traffic flow
- Event areas are large and spacious with high ceilings, improved ventilation systems, and increased outside air flow

*If the event is postponed due to unforeseen circumstances, sponsorship fees can be refunded.*
If you are interested in becoming a sponsor for the Fulbright Prize ceremony, please complete the Sponsorship Interest Form (https://bit.ly/3yvenlW). Alicia Montague, Director for National Events, will be in touch.

We look forward to discussing partnership opportunities with you. The Fulbright Prize has always been a celebration of greatness, of leaders who have changed the world for the better. This year’s laureate, Bono, continues that important tradition. Become a part of this exciting moment in history! Join us for this celebration. Thank you for your consideration.

The mission of the Fulbright Association is to continue and extend the Fulbright tradition of education, advocacy, and service. Our vision is to be a catalyst for a peaceful and interconnected world inspired by international educational exchange. Based in Washington D.C., the Association has 55 chapters in 32 states. We work with partners in 165 countries and 70 sister alumni associations around the world. Learn more about us and our programs at Fulbright.org.

Contact Information

All Inquires To: Alicia Montague
Director for National Events
Alicia@Fulbright.org
+1 202.775.0725