



 **ALI**  
MUHAMMAD  
**CENTER**

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SUPPORT  
EXCELLENCE.  
**BECOME A  
CORPORATE  
MEMBER.**

Exuberant.  
Brilliant.  
Bold.

## The Greatest of All Time.

Muhammad Ali could be described as no less. With his quick wit and quick hits, Ali took the world of boxing by surprise as a boisterous young Black man. The Muhammad Ali Center showcases his legendary journey to transform the 20th century, including Ali's defiance of societal constraints, his rise to fame amid the civil rights movement, and his amazing zest for life.

**The Center is more than a museum.** It also honors Ali's exceptional creativity, compassion, and love for humanity through innovative and collaborative programs that advance social justice and epitomize Ali's Six Core Principles—**Confidence, Conviction, Dedication, Giving, Respect, and Spirituality.** Reaching people of all cultures, faiths, nationalities, ages, and geographic areas, the Ali Center is dedicated to continuing Muhammad's legacy for generations to come.

## EXPERIENCE MORE AS A CORPORATE MEMBER

With a Muhammad Ali Center corporate membership, your organization showcases a strong commitment to an iconic Louisville institution and its mission to mobilize Muhammad Ali's legacy to foster respect, inspire generations of changemakers, and advance social justice. In addition to sponsorship opportunities for our signature events, a corporate membership gives you access to a variety of discounts, special workshops, and exclusive experiences catered to the needs of your organization and its employees.



# CORPORATE MEMBERSHIP BENEFITS



Bronze  
\$1,500



Silver  
\$5,000



Gold  
\$10,000



Platinum  
\$25,000

<b>NEW!</b> Admission vouchers to the Muhammad Ali Center	50	100	300	500
15% discount for all employees at the MAC shop, in-person and online	●	●	●	●
10% discount for all employees on individual and family MAC memberships	●	●	●	●
Six (6) invites to exhibit openings	●	●	●	●
Recognition in the MAC annual report	●	●	●	●
<b>NEW!</b> Sponsor table(s) at <i>Daughters of Greatness</i> breakfast series events (6 per year)	1 Sponsor Table	1 Sponsor Table	2 Sponsor Tables	2 Sponsor Tables
<b>NEW!</b> One (1) Corporate Family Day per year		●	●	●
Donor recognition on the Butterfly wall		●	●	●
<b>NEW!</b> Diversity, Equity, Inclusion, and Anti-Racism training (DEIA) for up to 40 employees		1 Program	2 Programs	3 Programs
<b>NEW!</b> One private “Accessing the Archive” tour with our curator for up to 40 people		●	●	●
15% Discount on MAC facility rentals (subject to availability)			1 Rental	3 Rentals
Advanced invitation to sponsor new exhibits and signature events (sponsorship would include name recognition on all promotional materials and other engagement opportunities)				●

**JOIN US!**



To learn more about how your company and its employees can benefit from a corporate membership, contact the Muhammad Ali Center Development Team at **502.992.5305** or **development@alicenter.org**.

# PROGRAMS AND BENEFITS

## PERFECT FOR CORPORATE MEMBERS



**Diversity, Equity, Inclusion, and Anti-Racism (DEIA) Workshops**

Using the legacy and Core Principles of Muhammad Ali as guideposts, participants explore personal and community bias with a focus on systemic and institutionalized racism. Learners discover their capacity for creating positive social change, and how they, like Muhammad Ali, can become leaders and change agents in their workplaces and communities.



**Corporate Family Days and Facility Rental Discounts**

Muhammad Ali Center staff will help plan a corporate family day that utilizes multiple spaces throughout the center and can accommodate up to 500 people. These special occasions include free admission for employees and their families with separate check-in, access to a private hospitality room, company-themed decor and custom children's activities.



**Muhammad Ali Humanitarian Awards**

This annual gala honors humanitarians from around the world who embody Muhammad's Six Core Principles by making significant contributions toward securing peace, social justice, and human rights in their communities and on a global basis. Past honorees include Dave Eggers, Susan Sarandon, Common, Michael J. Fox, Dr. Mark Lynn, Jimmy Carter, Ann Curry, Edward Lee and Dr. Richard Lapchick.



**Daughters of Greatness Breakfast Series**

This series honors prominent women, locally and globally, engaged in social change, activism, and pursuits of justice. Each gathering attracts 200+ attendees and serves as a place for dialogue on current issues of justice, community engagement, and social movements within the Louisville area and beyond. Past honorees include Doris Kearns Goodwin, Alice Houston, Ambassador Shabazz, Cathe Dykstra, and Jean West.



Mobilizing Muhammad Ali's legacy to foster respect, inspire generations of changemakers and advance social justice.

144 N. 6th Street, Louisville, KY 40202  
502.992.5305 • [development@alicenter.org](mailto:development@alicenter.org) • [alicenter.org](http://alicenter.org)