

# National Race Amity Institute Naming/Branding Opportunities



## About the National Race Amity Institute

The National Race Amity Institute (NRAI), scheduled to open in 2024, is envisioned as a center of research, education, training, youth outreach and the arts, to be housed in the *Be on Edgewood* complex in Atlanta's historic Sweet Auburn district, near the Martin Luther King Jr. National Historical Park and the historic Ebenezer Baptist Church.

Permitting and other preparations have been completed for the construction and renovation of the planned 8,000 square-foot facility, with 3,000 square feet dedicated for use by the National Race Amity Institute. The *BE on Edgewood* complex is developed by Navmar LLC in conjunction with the City of Atlanta's Invest Atlanta Office, which provided a \$1.45 million grant to assist with the renovation and construction. Yavari Family Enterprises provided additional funding for build-out and furnishing of the National Race Amity Institute.



The National Center for Race Amity (NCRA) develops forums, workshops, service projects, films and other initiatives to advance cross-racial and cross-cultural friendship. We move the public discourse on race beyond the blame-grievance-rejection framework to one that recognizes and celebrates our ability to overcome racial prejudice through association, amity and collaborative action.

NCRA, established in January 2010, is a 501(c)(3) nonprofit organization with its initial base in Boston, MA. It received its founding grant from the Kellogg Foundation and enjoys ongoing support from corporations, foundations, non-profit religious and secular organizations, and generous individual donors. Ongoing supporters include Liberty Mutual Insurance, Eastern Bank, the Wayfarer Foundation, and the National Spiritual Assembly of Baha'is of the United States.



## National Race Amity Institute

### Godmothers of Race Amity Memorial Statue

The 8-foot pedestal and statue memorializes the friendship of Mary McLeod Bethune and Eleanor Roosevelt, an iconic example of cross-racial partnership in pursuit of social justice. This statue will stand outside the main entrance of NRAI on Edgewood Ave.

**Deeded in Perpetuity \$500,000**



### Race Amity Entrance Plaza

The NRAI entry plaza is a high-visibility naming opportunity, facing vibrant Edgewood Ave.

**20 Years/with 1st option to renew \$250,000**

### Bricks in Entrance Plaza

Honor a loved one or convey a special message by purchasing a commemorative brick.

**4"x8" Engraved Brick with 3 lines of text: \$125**

**8"x8" Engraved Brick with 6 lines of text: \$240**

**Tile array with engraved logo or message \$2000 and up**  
(depending on number of tiles in the array).



### NRAI Exhibit Hall

The *Icons of Race Amity* artistic series will be on permanent display in the Exhibit Hall, along with interactive kiosks on the history of Race Amity and local and state Race Amity Day proclamations from across the nation.

**10 Years/with 1st option to renew \$175,000**



**For naming rights details contact: [wsmith@raceamity.org](mailto:wsmith@raceamity.org).**

INSPIRE A NATION OF UNITY!

NATIONAL CENTER FOR RACE AMITY

Towards **E Pluribus UNUM**  
www.raceamity.org

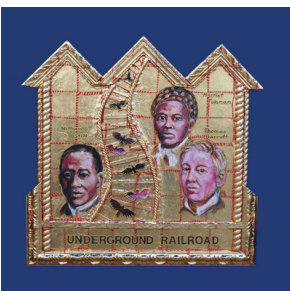
## National Race Amity Institute



Frederick Douglass and Daniel O'Connell



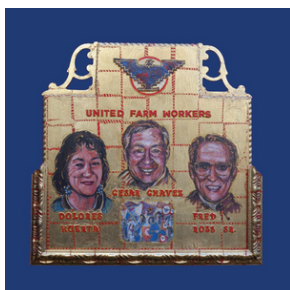
Martin Luther King and Abraham Joshua Heschel



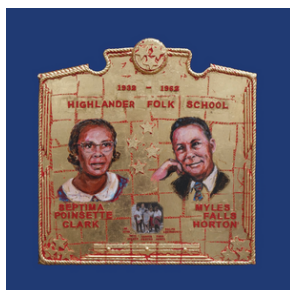
Still, Tubman, And Garrett:  
The Underground Railroad



Viola Liuzzo and Sarah Evans:  
Edmund Pettus Bridge



Dolores Huerta, Cesar Chavez  
and Fred Ross, Sr:  
United Farm Workers



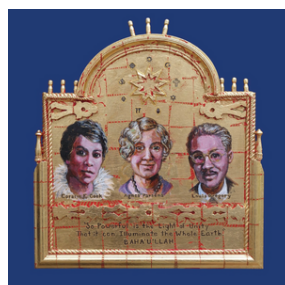
Septima Poinsette Clark and  
Myles Falls Horton:  
Highlander Folk School



Mary McLeod Bethune and Eleanor Roosevelt



Julius Rosenwald and Booker T. Washington



Coralie F. Cook, Agnes Parsons,  
and Louis G. Gregory:  
First Race Amity Conference

### Permanent Exhibit *Icons of Race Amity*

NCRA commissioned artist Pamela Chatterton-Purdy to create artistic expressions of people who demonstrated powerful examples of interracial friendship and partnership in advancing social justice.

Her *Icons of Race Amity* series builds on her previous well-known works, *Icons of the Civil Rights Movement* and *The Emanuel 9*.

These moving images will be on permanent display in the Exhibit Hall of the National Race Amity Institute.

Naming rights are available for each individual Icon.

**10 Years/with 1st option to renew:  
\$25,000 per icon.**

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### **NRAI Seminar Room**

The NRAI Seminar Room will be the primary learning space for year-round one, two and three-day seminar sessions for national and local corporate and educational organizations, colleges and universities, and nonprofit organizations.

**10 Years/with 1st option to renew \$100,000**



### **NRAI Race Amity Resource Center**

The NRAI Resource Center will provide visitors the opportunity to purchase books, videos, and other merchandise, as well as free resources to support their efforts in race amity work in their communities.

**10 Years/with 1st option to renew \$75,000**

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