

## **World Affairs Council of Charlotte Underwriting**

WACC Virtual Distinguished Speaker Series

Ambassador Herman J. Cohen, 38-year Foreign Service veteran, former U.S. Ambassador to Senegal & Assistant Secretary of State for African Affairs, former advisor to presidents, & author Wednesday, November 6th, 2024

**Zoom Meeting** 

Program: 2:00 p.m. - 3:00 p.m.

## Ambassador Herman J. Cohen



Benefits of Underwriting an Distinguished Speaker Series Program:

- Increase corporate visibility through program and education sponsorships
- Build, maintain and strengthen professional and client networks through Council events
- Reach out to high-level professionals and leaders in the Charlotte community
- Learn about international affairs and current events from foreign delegates, world leaders, state officials and renowned authors
- Support international education in the Charlotte community

38-year Foreign Service veteran, former U.S. Ambassador to Senegal and Assistant Secretary of State for African Affairs, former advisor to presidents, and author

Ambassador Herman J. Cohen is a 38-year veteran of the Foreign Service and a former advisor to presidents. During his career in the Foreign Service, Ambassador Cohen served in five African countries and twice in France. He was the ambassador to Senegal, with dual accreditation to the Gambia, from 1977 to 1980. He also served as special assistant to President Ronald Reagan (1987-1989), principal deputy assistant secretary for intelligence and research, and principal deputy assistant secretary for personnel, as well as assistant secretary of state for African affairs under President George H.W. Bush (1989-1993). Ambassador Cohen is the author of a number of books, including a recent memoir entitled Africa, You Have a Friend in Washington: An American Diplomat's Adventures South of the Sahara (2023).

## Presenting Sponsor - \$500 \*limited to one sponsor

- Exclusive naming sponsorship of the WACC Distinguished Speaker Series Program
- 10 included reserved spots for company representatives to attend the program
- ♦ High viewership placement of company logo and sponsorship acknowledgment on website, social media feed, emails, and program video recording
- Special multi-recognition of the sponsor during the virtual program by President & CEO of the World Affairs Council of Charlotte
- An opening PowerPoint slide highlighting the company (shared screen: Zoom)
- Optional opportunity for a company representative to introduce the speaker



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NAME OF COMPANY:  NAME OF COMPANY REPRESENTATIVE:  ADDRESS:							
				CITY:		ZIP CODE:	STATE:
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Payment Options: Sponsorship payments can be made online. Sponsorship checks may be made payable to the World Affairs Council of Charlotte. Need to complete an ACH transfer? Please email info@worldaffairscharlotte.org  Return To: World Affairs Council of Charlotte   UNC-Charlotte, 227 CHHS Building   9201 University City Blvd.   Charlotte, NC 28223							
(Signature, Company Representative)							

**UNDERWRITING INFORMATION:** Please contact Madison NeeSmith by phone (704-687-7758) or <a href="mailto:emailto

**ABOUT WORLD AFFAIRS COUNCIL OF CHARLOTTE:** The World Affairs Council of Charlotte is a non-profit, non-partisan organization supported by funding from individual and corporate member dues, foundations and contributions. By serving as a regional center for education and discussion of world affairs, WACC seeks to provide leadership for global thinking, believing that a broad perspective is necessary for effective competition in the global economy and for responsible citizenship in an increasingly interdependent political world.