

# *Black Alumni Reunion and Homecoming Souvenir Journal*

The Black Alumni Reunion and Homecoming Weekend is a celebration of our shared connections with each other and NC State. It provides an avenue for alumni and friends to be active agents in the progression of our NC State community. Since its inception, the event has provided an opportunity for alumni to participate in the affairs of N.C. State and to connect with friends, alumni, faculty, staff, and students.



The Homecoming celebration holds such significance to the Black Alumni Society as we continue to unite to celebrate over 30 years of service, accomplishments and contributions. Alumni and student enjoyed a weekend of networking and entertainment with tailgates, special group reunions, live music, a lively parade and, of course, the much-anticipated Homecoming football game with an audience of almost 60,000 roaring Wolfpack fans.


Last year the Black Alumni Society again experienced record breaking attendance numbers for the 3rd straight year, representing with over 600 registering to join in the pre-game tailgate! With the lineup of events, we are sure to break our own records with the support of alumni and friends from all over the country joining us. The Black Alumni Society proudly extends an invitation to all alumni and friends to be a part of another successful Black Alumni Reunion and Homecoming celebration by purchasing an ad in the souvenir journal. This journal will not only serve as a souvenir to those attending the celebratory events but also as a marketing tool for those interested in promoting their business, product or service.

## *Benefits*

- ❖ Supporting NC State BAS homecoming events
- ❖ Direct marketing opportunities to the network of NC State Black Alumni Society, our vast demographic and its members' families, colleagues and friends
- ❖ Inclusion in the printed souvenir journal circulated during homecoming events
- ❖ Visibility at all BAS official events

In addition, purchasing an ad in the souvenir journal provides a unique occasion to show your support for diversity and minority programs. This is an opportunity to give back to the community for which you belong and support others on the journey to join you as Wolfpack Alumni! A portion of the proceeds from Homecoming activities are contributed to provide scholarships for NC State students.

Ad size and pricing are detailed below. This offer is time sensitive. All donations of less than \$50 will be included as supporting donors!

<p><b>\$300</b> <b>2 Page Spread</b></p>  <p><b>\$175</b> <b>Full Page</b></p>	<table border="1"> <tr> <td style="text-align: center; vertical-align: top;"> <p><b>\$75</b> <b>1/4 Page</b></p> </td> <td style="text-align: center; vertical-align: top;"> <p><b>\$50</b> <b>Business Card</b></p> </td> </tr> <tr> <td colspan="2" style="text-align: center; vertical-align: middle;"> <p><b>\$100</b> <b>1/2 Page</b></p> </td> </tr> </table>	<p><b>\$75</b> <b>1/4 Page</b></p>	<p><b>\$50</b> <b>Business Card</b></p>	<p><b>\$100</b> <b>1/2 Page</b></p>	
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<p><b>\$100</b> <b>1/2 Page</b></p>					

*\*\*\*There is a \$10 additional charge for picture ads. All ads to be included in the journal must be received no later than November 1, 2011. Ads information received after November 1, 2011 may not appear in souvenir journal.*

There are other ways to support NC State and the Black Alumni Society. Sponsorship opportunities are also available. For more information on sponsorship benefits, please visit [www.ncsublackalumni.org](http://www.ncsublackalumni.org) or contact [homecoming@ncsublackalumni.org](mailto:homecoming@ncsublackalumni.org). If you are simply interested in making a 100% tax deductible donation to support BAS programs, scholarships or endowments, please fill out the attached form indicating your pledge amount. If you would like for your donation to benefit a specific scholarship or endowment, please make that indication on the form. No amount is too small!!

We appreciate your support as we embark on another successful homecoming season made possible by your support. We look forward to showcasing your ad in our 2011 souvenir journal and most importantly connecting with you at one of our many official homecoming events!!!

**GO PACK!!!**

# NC State Black Alumni Society Support Agreement



**YES!** Please sign me up to support the Black Alumni Society's Alumni Reunion and Homecoming Celebration! Given the benefits as outlined, I would like to support at a level of:

- \$300 (2 page ad)       \$100 (1/2 page ad)       \$50 (business card ad)  
 \$175 (1 full page ad)       \$75 (1/4 page ad)       Other:

**Please accept my donation of \$\_\_\_\_\_ in support of the**       AA Cultural Center  
 Undergrad Scholarship       Graduate Scholarship       Other:

All payments must be made by check payable to **NC State Alumni Association**. All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason at any time.. All ad agreements must be signed and returned with logos, advertisements, business cards and personal messages by **October 31, 2011** to be included in the souvenir journal. Donations will be accepted until **November 4, 2011** to be including in supporting donor list.

Name: \_\_\_\_\_ Organization/Business \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
\_\_\_\_\_ Fax: \_\_\_\_\_  
\_\_\_\_\_ Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send all signed agreements, pictures, artwork and logos by October 31, 2011 to

[homecoming@ncsublackalumni.org](mailto:homecoming@ncsublackalumni.org) or

NC State Black Alumni Society  
c/o Allison Dodson  
Campus Box 7503  
Raleigh, NC 27695

The Black Alumni Society and 2011 Homecoming Committee would like to thank you in advance for your continued support. We look forward to celebrating with you!