



# SPONSORSHIP GUIDE

**Black Alumni Society 32<sup>nd</sup> Anniversary**  
**NC State University Homecoming**  
**November 18 – 20, 2011**

**RED & WHITE FOR LIFE**



## Black Alumni Society 32<sup>nd</sup> Anniversary Celebration

In 1956, NC State University welcomed a freshman class of 150 undergraduates—four of whom were African-Americans. Among them was Irwin Holmes, a young man from Durham, North Carolina. By 1960, Holmes had gone on to distinguish himself as the first African-American student to earn an NC State undergraduate degree and to compete as an athlete in the Atlantic Coast Conference (ACC). Thousands of African-American students have since graduated from Holmes' alma mater and achieved varying levels of personal and professional success.

The NC State Black Alumni Society (BAS) honors the contributions of Holmes and others who laid the foundation for equality and respect for diversity. Organized in 1979 by Elwood and Diane Hill Becton of Raleigh, BAS is a special-interest group of the NC State Alumni Association with a mandate to provide enrichment programs, networking opportunities, community service and scholarships to the NC State community.

Homecoming 2011 will continue to build on our proud tradition. Alumni will be invited to a weekend of entertainment with tailgates, reunions, live music, a lively parade and, of course, the much-anticipated Homecoming football game with an audience of approximately 60,000 roaring Wolfpack fans.

The Black Alumni Society invites you to join this milestone celebration as an event sponsor.



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The NC State Black Alumni Society presents opportunities to promote your business through alumni and friends while supporting the community.

## Benefits

Homecoming is a rich tradition at NC State, and your business will reap the benefits of sponsorship right away. You will receive:

- Direct marketing opportunities to our vast demographic and its members' families, colleagues and friends.
- Visibility in mass mailers, email blast, websites, electronic newsletters, banners and other promotions.
- On-site recognition and visibility.
- A place for your promotion and marketing material in welcome kits distributed at official BAS events.
- Inclusion in print and media marketing (when available).
- Display opportunity to reach attendees on game day

In addition, BAS sponsorship provides a unique occasion to show your support for diversity and minority programs. A portion of proceeds from Homecoming activities are contributed to provide scholarships to NC State students.

The different levels of sponsorship are detailed in this sponsorship brochure. As soon as financial obligations are met, your organization will gain exposure to the NC State alumni network and community.



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## SPONSORSHIP LEVELS

### **Premier Pack Partner**

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**\$5,000**

- *2 page recognition in souvenir booklets*
- *Welcome by company representative (at Welcome Reception and Tailgate)*
- *Table signage with corporate logo (at Welcome Reception and Tailgate)*
- *Company name/logo featured on sponsorship signage (at Welcome reception and Tailgate)*
- *Table at Homecoming tailgate to distribute marketing material and promotional items*
- *Company name/logo featured on the BAS website with links (displayed until December 1, 2013)*
- *Company name/logo featured as Premier sponsor on official Homecoming T-shirt*
- *Company name/logo placement on Homecoming save-the-date mailers\**
- *Company name/logo placement on Homecoming registration mailers\**
- *Company name/logo placement on e-mail blast*
- *Company name/logo placement on electronic newsletters*
- *Marketing and promotional items included in welcome packets*
- *Company name/logo featured on Homecoming Parade signage*

### **Pack Partner Plus**

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**\$2,500**

- *2 page recognition in souvenir booklets*
- *Stage recognition (at Welcome Reception and Tailgate)*
- *Company name/logo featured on sponsorship signage at BAS official events*
- *Company name/logo featured on the BAS website with links (displayed until December 1, 2012)*
- *Company name/logo featured as Pack Plus sponsor on official Homecoming T-shirt*
- *Company name/logo placement on Homecoming registration mailers\**
- *Company name/logo placement on e-mail blast*
- *Company name/logo placement on electronic newsletters*
- *Marketing and promotional items included in welcome packets*
- *Company name/logo featured on in Homecoming Parade signage*

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## SPONSORSHIP LEVELS

### **FANtastic Sponsorship Opportunities**

#### **Platinum Level**

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**\$1,000**

- *2 page recognition in souvenir booklets*
- *Virtual ad on BAS Homecoming website until September 1, 2012*
- *Company name/logo featured as Platinum Level sponsor on official Homecoming T-shirt*
- *Company name/logo featured on Homecoming signage*

#### **Gold Level**

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**\$750**

- *Full page recognition in souvenir booklets*
- *Virtual ad on BAS Homecoming website until March 31, 2012*
- *Company name/logo featured as Gold Level sponsor on official Homecoming T-shirt*
- *Company name/logo featured on Homecoming signage*

#### **Silver Level**

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**\$500**

- *Half-page recognition in souvenir booklets*
- *Virtual ad on BAS Homecoming website until January 1, 2012*
- *Company name/logo featured as Gold Level sponsor on official Homecoming T-shirt*
- *Company name/logo featured on Homecoming signage*

*\* Due dates apply.*

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**OUR MISSION:** The Black Alumni Society strives to foster opportunities for African American alumni, students, faculty, staff and university friends to become actively involved in enriching NC State now and in the future. The Black Alumni Society serves as a conduit for increasing alumni interaction with their alma mater through communication, outreach, education and events.

## Scholarships

### **Black Alumni Society Undergraduate Scholarship \$1,000**

Since 1986, BAS has annually awarded several \$1,000 scholarships to deserving undergraduate students who've demonstrated academic excellence.

### **A.M. Witherspoon Graduate Scholarship \$2,500**

BAS strives to support alumni and student community at NC State. Each year applications are submitted and candidates selected to receive the A.M. Witherspoon Graduate Scholarship.



**Black Alumni Society**  
**NC State Alumni Association**  
Dorothy and Roy Park Alumni Center  
2450 Alumni Drive  
Raleigh, NC 27606

[www.alumni.ncsu.edu](http://www.alumni.ncsu.edu) | 800.627.2586

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