



MISSISSIPPI STATE UNIVERSITY™ ALUMNI ASSOCIATION

September 1, 2023

Dear MSU #BAW Supporter:

We are beginning to finalize plans for Black Alumni Weekend 2024 (#BAW24) at Mississippi State University February 15 - 18, 2024!

In 2022 we were fortunate to have a tremendous amount of support from our sponsors whose generosity contributed over \$80,000 in support of underwriting more than half of #BAW. You are receiving this letter because you were generous enough to support Black Alumni Weekend in the past as a sponsor, indicated you would be interested in supporting #BAW24, or both.

It is our goal to meet or exceed the \$80,000 in sponsorship support from our 2022 event, and we need your support to help us ensure #BAW24 is a success!

Please review the attached #BAW24 sponsorship options and make your sponsorship gift by returning the enclosed sponsorship form along with your sponsorship check made out to the MSU Foundation.

Please Mail Sponsorship Forms and Checks to:

MSU Alumni Association
Attn: BAW24
PO Box AA
Mississippi State MS 39762

Thank you for your support of Mississippi State University and thank you for your commitment to making #BAW24 a success!

Hail State!

Dr. Candance Gates
#BAW24 Co-Chair

Dr. Lenora Hogan
#BAW24 Co-Chair

MSU Black Alumni Weekend 2024 Title Sponsorship Opportunities

~~EXCLUSIVE TITLE SPONSOR: \$25,000+~~ THIS SPONSORSHIP IS NO LONGER AVAILABLE

- This sponsorship will showcase your company's brand as the Exclusive Title Sponsor of Black Alumni Weekend 2024
- Sponsors will be presented as "your company name" presents Mississippi State Black Alumni Weekend 2024
- Exclusive presented by sponsorship banner at all events
- Presenting sponsorship includes company logo on the official BAW24 t-shirt.
- Sponsorship includes VIP status at all the events, and includes twenty (20) full BAW24 registrations
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier

GALA TITLE SPONSOR: \$15,000

- This will be our marquee event as we will be recognizing excellence among the bulldog family.
- The event will also feature silent auctions items to support BAAC Scholarships
- Event will be presented as the Black Alumni Weekend Gala presented by "your company name"
- Sponsor will receive VIP status at all the events, and includes ten (10) full BAW24 registrations
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier

ATHLETIC LUNCHEON TITLE SPONSOR: \$12,000

- This highly anticipated event features MSU coaches and former Bulldog greats at Davis Wade Stadium
- This full capacity event is great opportunity for company exposure.
- The event will be presented as the BAW Athletic Luncheon presented by "your company name"
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier

CAREER MIXER TITLE SPONSOR: \$8,000

- Join alumni, students, and faculty at the Career Mixer. The Career Mixer will include a career fair.
- Provides opportunities for MSU students/alumni to learn about potential careers in industry sectors, network with prospective employers, and submit resumes to prospective employers
- Event will be presented as the BAW Career Mixer presented by "your company name"
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Chairman's Level tier

BAW SATURDAY AFTERNOON EVENT TITLE SPONSOR: \$8,000

- Join alumni, students, and faculty at the BAW Day Party
- This family friendly event will feature food, drinks, music, and games.
- Event will be presented as the "BAW Family Tailgate presented by "your company name""
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Chairman's Level tier

MSU Black Alumni Weekend 2024 Sponsorship Opportunities

PRESIDENT'S LEVEL: \$10,000 (Limited to 4)

- Exclusive presenting sponsor of BAW 2024 including all #BAW24 signage and publicity
- Eight (8) full BAW24 registrations
- Admittance to pre-Gala VIP Reception for eight (8)
- Most prominent logo on all media
- Featured in event advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Sponsor promotional materials placed in each attendee bag
- Prominently featured in program
- Special reserved table of eight (8) at Gala event
- Option to have company table at BAW Career Mixer and/or a vendor table at BAW

CHAIRMAN'S LEVEL: \$5,000 (Unlimited)

- Four (4) full BAW24 registrations
- Admittance to pre-Gala VIP Reception for four (4)
- Featured in event advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- One piece of sponsors promotional materials placed in each conference bag
- Sponsor Logo/Name featured in gala program
- Special reserved seating for four (4) at Gala event
- Option to have company table at BAW Career Mixer and/or a vendor table at BAW

MAROON AND WHITE LEVEL: \$2,500 (Unlimited)

- Four (4) full BAW24 registrations
- Admittance to pre-Gala VIP Reception for four (4)
- Featured in event advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- One piece of sponsors promotional materials placed in each attendee bag
- Logo/name in sponsors section of gala program
- Option to have company table at BAW Career Mixer and/or a vendor table at BAW

BULLDOG LEVEL: \$1,000 (Unlimited)

- Two (2) full BAW24 registrations
- Admittance to pre-Gala VIP Reception for two (2)
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Listing in sponsors section of gala program

FRIEND OF THE UNIVERSITY LEVEL: \$500 (Unlimited)

- One (1) full BAW24 registration
- Admittance to Gala and pre-Gala VIP Reception for one (1)
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Listing in sponsors section of gala program

BENEFITS OF SPONSORSHIP:

- Supporting the new Scholarship established by the Black Alumni Advisory Council
- Exposure to an estimated 600+ registered attendees, and others in town for the activities
- Exposure to a student body of 22,000+, including 5,000 African American students

***We will coordinate with the MSU Foundation on determining tax deductibility of each sponsorship.**

BLACK Alumni WEEKEND

MISSISSIPPI STATE UNIVERSITY

Thank you for your support of #BAW24!

There are a variety of benefits to sponsoring #BAW24. These include:

- Supporting the Scholarship established by the Black Alumni Advisory Council.
- Exposure to an estimated 700+ registered attendees, and 18,000 living Black alumni of MSU.
- Exposure to a student body of 23,000+, including 5,000 African American students.
- Exposure to 100,000+ population in the Golden Triangle region, including 30,000+ African Americans.
- MSU Foundation will provide determination of tax-deductible portion of each sponsorship.

Please Select Your Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> BAW24 TITLE SPONSOR: \$25,000 | <input type="checkbox"/> PRESIDENT'S LEVEL: \$10,000 |
| <input type="checkbox"/> GALA EVENT TITLE SPONSOR: \$15,000 | <input type="checkbox"/> CHAIRMAN'S LEVEL: \$5,000 |
| <input type="checkbox"/> ATHLETIC LUNCHEON TITLE SPONSOR: \$12,000 | <input type="checkbox"/> MAROON AND WHITE LEVEL: \$2,500 |
| <input type="checkbox"/> CAREER MIXER TITLE SPONSOR: \$8000 | <input type="checkbox"/> BULLDOG LEVEL: \$1,000 |
| <input type="checkbox"/> SAT AFTERNOON EVENT TITLE SPONOR: \$8000 | <input type="checkbox"/> FRIEND OF THE UNIVERSITY LEVEL: \$500 |

Name: _____ Class Year: _____

Company: _____

Address: _____

City, State Zip: _____

E-mail: _____ Phone: _____

***Please Make Checks out to the MSU Foundation and Mail Sponsorship Forms and Checks to:**

**MSU Alumni Association
Attn: BAW24
PO Box AA
Mississippi State MS 39762**