



# MISSISSIPPI STATE UNIVERSITY™

## ALUMNI ASSOCIATION

August 07, 2025

Dear Mississippi State Supporter:

We are finalizing plans for Black Alumni Weekend 2026 (#BAW26) presented by RenderATL at Mississippi State University on February 12-15, 2026.

In 2024, 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 #BAW26, or both.

It is our goal to meet or exceed the \$125,000 in sponsorship support from our 2024 event, and we need your support to help us ensure #BAW26 is a success!

Please review the attached #BAW26 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: BAW26**  
**PO Box AA**  
**Mississippi State MS 39762**

Thank you for your support of Mississippi State University and thank you for your commitment to making #BAW26 a success!

*Dan Coleman*

Dan Coleman

BAW26 Co-Chair

*Evette Porter*

Evette Porter

BAW26 Co-Chair

## MSU Black Alumni Weekend 2026 Title Sponsorship Opportunities

### EXCLUSIVE TITLE SPONSOR: \$35,000+

- This sponsorship will showcase your company's brand as the Exclusive Title Sponsor of Black Alumni Weekend 2026
- Sponsor will be presented as "your company name" present Mississippi State Black Alumni Weekend 2026
- Exclusive "Presented by" sponsorship banner at all events
- Presenting sponsorship includes company logo on the official BAW26 shirt.
- Sponsorship includes VIP status at all the events, twenty (20) full BAW26 registrations.
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier (except additional registrations).

### CONCERT TITLE SPONSOR: \$15,000

- The event will be presented as the BAW26 Concert presented by "your company name".
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier (except additional registrations).
- Exclusive "Presented by" sponsorship banner at the concert
- Sponsorship includes VIP status at all the events, twenty (15) full BAW26 registrations.
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier (except additional registrations)

### GALA TITLE SPONSOR: \$15,000

- This will be our marquee event as we will be recognizing our notable alumni and our trailblazer attendees.
- The event will also feature silent auction items to support BAW26 Scholarships.
- Event will be presented as "your company name" present Black Alumni Weekend 2026 Gala presented by "your company name".
- Sponsor will receive VIP status at the event and include event tickets (full BAW26 registrations).
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the President's Level tier (except additional registrations).

### ATHLETIC LUNCHEON TITLE SPONSOR: \$12,000

- This highly anticipated event features MSU coaches and former Bulldog greats at Davis Wade Stadium.
- This capacity event is a great opportunity for your company to shine.
- The event will be presented as the BAW26 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 (except additional registrations).

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

- Exclusive presenting sponsor of BAW 2026 including all #BAW26 signage and publicity
- Eight (8) full BAW26 registrations
- Admittance to pre-Gala VIP Reception for eight (8)
- Most prominent logo on all media
- Featured in video advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Company 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 BAW26 Vendor Table

## **CAREER NETWORKING EVENT 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 BAW26 Career Networking Event presented by "your company name"
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Chairman's Level tier (except additional registrations).

## **BAW DAY PARTY SPONSOR: \$8,000**

- Join alumni, students, and faculty at the BAW26 Day Party
- The event is a friendly event with all the fun, music, and dancing
- Event will be presented as the BAW26 Day Party presented by "your company name"
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Chairman's Level tier (except additional registrations).

**NO LONGER AVAILABLE**

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

- Four (4) full BAW26 registrations
- Admittance to pre-Gala VIP Reception for four (4)
- Featured in video advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- One item of company promotional materials placed in each attendee bag – Logo/Name featured in gala program
- Special reserved seating for four (4) at Gala Event
- Option to have company table at BAW26 Vendor Table

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

- Four (4) full BAW26 registrations
- Admittance to pre-Gala VIP Reception for four (4)
- Featured in video advertisements
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- One item of company promotional materials placed in each attendee bag - Logo/name in sponsors section of gala program
- Option to have company table at BAW26 vendor table.

## **BULLDOG LEVEL: \$1,000 (Unlimited)**

- Two (2) full BAW26 registrations
- Admittance to pre-Gala VIP Reception for two (2)
- Featured in video advertisements
- 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 BAW26-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

# **BLACK Alumni WEEKEND**

## **MISSISSIPPI STATE UNIVERSITY**

**Thank you for your support of #BAW26!**

There are a variety of benefits to sponsoring #BAW26. These include:

- 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:**

\_\_\_\_\_ ~~BAW26 TITLE SPONSOR: \$35,000~~ **NO LONGER AVAILABLE**

\_\_\_\_\_ **CONCERT SPONSOR: \$15,000**

\_\_\_\_\_ ~~GALA EVENT TITLE SPONSOR: \$15,000~~ **NO LONGER AVAILABLE**

\_\_\_\_\_ ~~ATHLETIC LUNCHEON TITLE SPONSOR: \$12,000~~ **NO LONGER AVAILABLE**

\_\_\_\_\_ **PRESIDENT'S LEVEL: \$10,000**

\_\_\_\_\_ **CAREER MIXER TITLE SPONSOR: \$8,000**

\_\_\_\_\_ ~~DAY PARTY SPONSOR: \$8,000~~ **NO LONGER AVAILABLE**

\_\_\_\_\_ **CHAIRMAN'S LEVEL: \$5,000**

\_\_\_\_\_ **MAROON AND WHITE LEVEL: \$2,500**

\_\_\_\_\_ **BULLDOG LEVEL: \$1,000**

\_\_\_\_\_ **FRIEND OF THE UNIVERSITY LEVEL: \$500**

Name: \_\_\_\_\_ Class Year (if applicable): \_\_\_\_\_

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: BAW26**  
**PO Box AA**  
**Mississippi State, MS 39762**

**\*Charitable portion of sponsorships will be sponsorship level less value of registrations received.**