Sponsorship Opportunities

BOWIE STATE UNIVERSITY FOUNDATION
FOUNDERS DAY

Scholarship Gala
AN EVENING OF EXCELLENCE

Saturday, April 13, 2019

7:00 p.m.—Dinner & Program

Live Entertainment By
The BSU Community Jazz Ensemble
Featuring Stephan Marcellus (’12), Artist from NBC’s The Voice

MARTIN’S CROSSWINDS
7400 GREENWAY CENTER DRIVE
GREENBELT, MARYLAND

Attire: Black Tie
There’s never been a more exciting time at Bowie State University! Under the leadership of President Aminta H. Breaux, Bowie State is truly in a “Race to Excellence.” With bold new initiatives and programs, BSU is experiencing unprecedented growth. The Bowie State community is firmly committed to student success, academic excellence and the long-term viability of this great institution.

We will celebrate the founding of the oldest historically black institution in the state of Maryland at the Bowie State University Foundation’s Founders Day Scholarship Gala: “An Evening of Excellence” on Saturday, April 13, 2019 at Martin’s Crosswinds in Greenbelt, MD. We invite you, your colleagues and friends to partner with us with a sponsorship.

With a record enrollment of 6,320 students this past fall and with more than 90% of students needing financial aid, your support plays a vital role in making higher education a reality for thousands of students. Proceeds from the gala will benefit BSU’s general scholarship fund. Your contributions and partnership with Bowie State University will directly benefit our students, impacting academic experiences, sports opportunities, classroom needs and innovative technology, all of which propels BSU to greater heights.

The levels of sponsorship opportunities are detailed in this packet. You can conveniently confirm your sponsorship or gift online at www.bowiestate.edu/foundersdaygala, or you can complete and return the enclosed agreement form by mail or in person.

We appreciate your consideration, and look forward to seeing you at our 2019 Founders Day Scholarship Gala. If you have any questions or need additional information, please contact the Office of Institutional Advancement at 301-860-4300.

Sincerely,

Gordon L. Sampson, ‘69
Chair, Board of Directors
Bowie State University Foundation

Brent Swinton, MPA, CFRE
Executive Director
Bowie State University Foundation

www.bowiestate.edu/foundersdaygala

Sponsorship Deadline: Friday, March 8, 2019
Sponsorship Opportunities

Founders Day Scholarship Gala  Saturday, April 13, 2019

TITLE/DIAMOND SPONSOR: $25K
- Host and speak at private sponsors reception
- Logo signage at sponsors reception
- Two priority dinner tables for 10
- Invitations for 20 to private sponsors reception
- 2 seats at President Breaux’s table
- One corporate video or ad viewing during gala program
- On-stage introduction of honoree and photo opportunity
- Full-page ad in event program
- Logo on sponsor list, screens throughout gala
- Official event photo media interview
- Logo on marketing materials and URL on website
- Logo on step and repeat
- Table signage

PLATINUM SPONSOR: $15K
- On-stage introduction of honoree and photo opportunity
- Priority dinner table for 10
- Invitations for 10 to private sponsors reception
- Full-page ad in event program
- Logo on sponsor list
- Logo on marketing materials and URL on website
- Table signage

GOLD SPONSOR: $10K
- Priority dinner table for 10
- Invitations for 10 to private sponsors reception
- Half page ad in event program
- Logo on sponsor list
- Logo on marketing materials and URL on website
- Table signage

SILVER SPONSOR: $5K
- Priority dinner table for 10
- Invitations for 10 to private sponsors reception
- Name recognition on marketing materials and website
- Table signage

BRONZE SPONSOR: $3K
- Dinner table for 10
- Name recognition listing in program

www.bowiestate.edu/foundersdaygala Sponsorship Deadline: Friday, March 8, 2019
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Title Diamond Sponsor $25K</th>
<th>Platinum Sponsor $15K</th>
<th>Gold Sponsor $10K</th>
<th>Silver Sponsor $5K</th>
<th>Bronze Sponsor $3K</th>
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<td>Name Listing in Program</td>
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www.bowiestate.edu/foundersdaygala  
Sponsorship Deadline: Friday, March 8, 2019
SPONSORSHIP COMMITMENT FORM

☐ Diamond Title Sponsor $25,000
☐ Platinum Sponsor $15,000
☐ Gold Sponsor $10,000
☐ Silver Sponsor $5,000
☐ Bronze Sponsor $3,000

INDIVIDUAL GALA TICKETS

☐ Please reserve ______ ticket(s) at $150.00
☐ I/We cannot attend, however, I have enclosed a donation of $__________________________

Name: __________________________________________________________

Title: ___________________________________________________________

Organization: ____________________________________________________

Address: ________________________________________________________

City: ___________________________ State: _______ Zip: __________

Telephone: ________________________________

Email: _________________________________________________________

We Accept: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

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<tr>
<th>CREDIT CARD NO.</th>
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Mail or fax form to:
Bowie State University Foundation
P.O. Box 939
Bowie, MD 20718-0939
FAX: 301-860-4163

Make checks out to: Bowie State University Foundation
For more information, please contact the Office of Institutional Advancement: 301-860-4300.

Deadline for Sponsorship: Friday, March 8, 2019
FOUNDERS DAY SCHOLARSHIP GALA

SOUVENIR JOURNAL ADVERTISEMENT CONTRACT

☐ Full Page Color Ad (7.5” x 10”) $500.00
☐ Half Page Color Ad (7.75” x 5.5”) $250.00
☐ Patron Listing $100.00

Patron Listing: Please print your name legibly.

Total Cost $___________ (payable to the BSU Foundation)

We Accept: ☐ VISA  ☐ MASTERCARD  ☐ AMEX  ☐ DISCOVER

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<th>NAME OF CARDHOLDER</th>
<th>AMOUNT</th>
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Mall or fax contract to:
Bowie State University Foundation
Attn: Souvenir Journal
P.O. Box 939
Bowie, MD 20718-0939
FAX: 301-860-4163

Online Payment:
www.bowiestate.edu/foundersdaygala

NAME (or Business)

ADDRESS

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<tr>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
<th>PHONE NUMBER</th>
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SIGNATURE

DATE

Make checks payable to: Bowie State University Foundation

For more information, please contact the Office of Institutional Advancement: 301-860-4300.

Ad materials, including payment must be received by Friday, March 8, 2019. Please convert your CAMERA READY Artwork/Copy to a pdf format and email to LMalcolm@bowiestate.edu. A receipt will be mailed to you. The souvenir journal will be sized 8.5” by 11.”

Deadline: Friday, March 8, 2019