



NATIONAL ALUMNI ASSOCIATION BETHUNE-COOKMAN UNIVERSITY

2017 Souvenir Journal Information

The Souvenir Journal will include the sections listed below. With the exception of the inclusion of a new section shown in red, the layout of the book (order and format) will remain the same as the 2015 Journal. The sections are:

- Greetings
- History
- Committees
- National Alumni Royalty
- National Alumni Association Chapters
- Life Members
- Sponsors
- Acknowledgements

Last year's Souvenir Journal is located online at <http://www.bcu-naa.com> under the **Convention** tab.

Sponsors Section (New)

The sponsors section is most familiar as Ad pages. The name and pricing was changed to incorporate your requests to include ads and to decrease the levels of sponsorships so that more individuals/businesses can participate.

Specifics about Sponsor Pages

1. Cost is \$1,000 per page
2. Only sold as whole pages. (No half, quarter, eighth pages at this time)
3. Will include verbiage at bottom of page indicating event being wholly or partially sponsored. Ex: This (memorial page, advertisement, congratulations, best wishes) page is the proud sponsor of Convention Hospitality or Convention transportation, or Opening night, etc.
4. Cannot be used in lieu of \$750.00 for Chapter Souvenir Journal payment. All payments made as sponsorships will be paid toward the event listed as the sponsoring event. However, the monies will be CREDITED toward your chapter's assessment. Meaning, if the funds are used to pay for hospitality (DJ, refreshments, etc.), the money is unavailable for payment for printing. The \$750.00 assessment line item is used to pay for printing costs.
5. If a business submits a logo or verbiage, the image will display as presented but must cover the entirety of the page and will be printed in the color shown.
6. If submitting a list of names, it is advisable to include a color image that prints well, including chapter logos, if available. If no color is present, the text will be printed in black. Hard-to-read (fancy) fonts are subject to change pending consultation with submitter.

SAMPLE PAGES MIGHT CONSIST OF:

- A. Memorials
- B. Business Entity (one per page)
- C. Church
- D. Fraternal/Other Organizations
- E. Family



Chapters Section

This section will remain the same and the following items are needed from each chapter.

- A. Chapter Photo
- B. Chapter Officers List (if not already submitted for 2016-2017)
- C. 3-4 Activity photos with descriptions
- D. If listing your chapter roster, include list of names by deadline. (Can be with or without contribution levels)

Each chapter automatically receives two (2) color pages, but are not limited to just two pages. More pages are added to accommodate contributions, if over two pages. **NOTE: Contestants' Contributors are listed with the contestant in her section.**

Pricing

See the Sponsorship Package and Contributions Form for detailed pricings.

Dates

May 19, 2017	Souvenir Journal Contribution Forms /Monies Due	Mail to NAA Post Office Box
May 19, 2017	Ms. Alumni, Ms. Gold and Ms. Maroon profiles and photo due	Email to dethreet@bellsouth.net
May 19, 2017	Ms. Alumni Contestants' Profiles and Photos dues	Email to dethreet@bellsouth.net
May 19, 2017	Chapter Pictures, Lists, All items for Chapter Pages Due	Email to dethreet@bellsouth.net
May 19, 2017	Sponsorship Package Due	Mail to NAA Post Office Box

Note: Ms. Alumni PARTICIPANTS are encouraged to submit a photo, but no profile information is needed.

Showcase Your Solicitations and Contributions

Sponsorships

Members may choose to solicit sponsorships (ads) or individual contributions. As shown earlier, the sponsorship section is one way to raise chapter funds. The Sponsorship Package is included with this document. Instructions are included in the document.

Contributions

Individual contributions are another way to raise monies needed for chapter assessments. The contributor's inclusion is a way in which your small donors can be listed as supporters of B-CU and the National Alumni Association. Contributors are listed within the chapter section and is a small way we say, "thank you" for helping us. The minimum donation is \$5.00 (Five dollars).