



National Alumni Association
Bethune-Cookman University

SPONSORSHIP PACKET



“Living the Legacy – A Red Carpet Affair”

Miami Dade Chapter - Host Chapter
Shirlyon McWhorter
President/ Convention Chair



Dear Prospective Sponsor:

The Mimi Dade Chapter of the National Alumni Association of Bethune-Cookman University (NAA/BCU) invites you to become a sponsor of the 49th Annual National Alumni Convention, June 21-25, 2017, Marriott Miami Biscayne Bay, 1633 North Bayshore Drive, Miami, FL. This year's convention theme is "*Living the Legacy – A Red Carpet Affair*". Our goal is to make this year's convention a spectacular showing of perseverance, progress and Wildcat family pride.

You can help us make this Annual Convention the best by supporting us as a convention sponsor as we eagerly work to enhance our scholarship and community service programs. To help facilitate your desired level of commitment, you will find enclosed the 2017 Sponsor Opportunities list. The sponsorship levels range from \$1,000 to \$15,000.

The NAA/B-CU is a non-profit organization which provides financial support to the University through networking as well as coordinating efforts, activities, and programs that increase social and professional interaction among its alumni.

Founded by Dr. Mary McLeod Bethune in 1904, Bethune-Cookman University celebrates 113 years of continued educational commitment as a historically-black university. Its mission is to develop global leaders committed to service, life-long learning and diversity through a faith-based environment, academic excellence, and transformative experiences. Each year her birthday on July 10th is celebrated for her many contributions to higher education, civil rights, and the rights of women.

Thank you in advance for your consideration and sponsorship. **Your response by May 19, 2017, will be deeply appreciated.** Please make your check payable to: National Alumni Association Bethune-Cookman University (NAA/B-CU) and mail with application to: PO Box 11646, Daytona Beach, Florida 32120.

We look forward to giving you a warm Wildcat welcome to our events.

Sincerely,

Shirlyon McWhorter

Shirlyon McWhorter, Chair
2017 NAA B-CU Alumni Convention
judgemcwhorter@bellsouth.net

Jennifer L. Adams

Jennifer L. Adams
National President, National Alumni Association B-CU
naaprezbcu@gmail.com



Sponsor Opportunities for the 49th National Alumni Association Convention

TITLE SPONSOR - \$15,000.00

- Provide Greeting during Opening Reception, Mary McLeod Bethune Breakfast, Presidential Luncheon, and Closing Banquet
- Company logo prominently displayed
- Corporate Table of eight (8) to closing banquet
- Full page color ad in Souvenir Journal
- Company logo on all promotional printed materials
- Hyperlinks to company website to highlight your organization and market your products and services on the Association's national alumni websites
- Signage in reception area of the events
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag

DR. MARY McLEOD BETHUNE MEMORIAL BREAKFAST SPONSOR - \$6,000.00

- Provide Greeting during Dr. Mary McLeod Bethune Breakfast
- Corporate Table of eight (8) for breakfast
- Full page color ad in Souvenir Journal
- Company logo on all promotional printed materials
- Hyperlinks to company website to highlight your organization and market your products and services on the Association's national alumni websites
- Signage in Breakfast area of the event
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag

PRESIDENTIAL LUNCHEON SPONSOR - \$5,000.00 - Two Available

- Provide Greeting during the Presidential luncheon
- Corporate Table of eight (8) for luncheon
- Full page color ad in Souvenir Journal
- Company logo on all promotional printed materials
- Hyperlinks to company website to highlight your organization and market your products and services on the Association's national alumni websites
- Signage in Breakfast area of the event
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag



MS. ALUMNI CORONATION/NAA AWARDS SPONSOR \$3,000.00

- Provide Greeting during event
- Full page color ad in Souvenir Journal
- Company logo on all promotional print and electronic media
- Hyperlink to company website to highlight your organization and market your products and services on the local and national alumni websites • Mention of name in press releases
- Signage in reception area of the event
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag

CLOSING BANQUET SPONSOR \$5,000.00 - Two Available

- Provide Greeting during event
- Full page color ad in Souvenir Journal
- Corporate Table of eight (8) at Closing Banquet
- Company logo on all promotional print and electronic media
- Hyperlink to company website to highlight your organization and market your products and services on the local and national alumni websites • Mention of name in press releases
- Signage in reception area of the event
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag

ENTERTAINMENT SPONSOR \$3,000.00

- Provide Greeting during event
- Full page color ad in Souvenir Journal
- Company logo on all promotional print and electronic media
- Mention of name in press releases
- Signage in reception area of the event
- Hyperlink to company website to highlight your organization and market your products and services on the local and national alumni websites
- Four (4) VIP Passes to Opening Reception
- Inclusion of promotional items in Convention Souvenir Bag

SOUVENIR JOURNAL SPONSORS \$1,000

- Full Page color advertisement in Souvenir Journal
- Listing for one year on National Alumni Association's Sponsorship page
- Two (2) VIP Passes to Opening Reception



49th Annual National Alumni Convention
Bethune-Cookman University
June 21-25, 2017
“LIVING THE LEGACY – A RED CARPET AFFAIR”
Sponsorship Commitment Form

Company: _____

Contact: _____

Address: _____

City: _____

State: _____ Zip: _____

Province _____ Country _____

Phone _____ Fax: _____

Email: _____

Website: _____

Please select a gift level

___ Title Sponsor..... \$15,000.00

___ Dr. Mary McLeod Bethune Memorial Breakfast Sponsor.... \$6,000.00

___ Presidential Luncheon Sponsor.... \$5,000.00

___ Ms. Alumni Coronation/NAA Awards Sponsor.... \$3,000.00

___ Entertainment Sponsor.... \$3,000.00

___ Souvenir Journal Sponsor.... \$1,000.00

___ Closing Banquet..... \$5,000.00

Total Sponsorship Amount: _____

Corporate sponsorship fees must be paid on or before May 19, 2017. Please provide company logo in one of the following formats: pdf, tif, jpeg, Microsoft Word, PowerPoint or Publisher.



**Make Checks payable to National Alumni Association B-CU
Memo Section: NAA B-CU Sponsorship 2017**

Mail to: B-CU National Alumni Association, P.O. Box 11646, Daytona Beach, FL 32120

Signed: _____ Date: _____

Printed Name _____ Title: _____