



SOUTHERN
FOUNDATION

Fala

2024 SPONSORSHIP OFFERINGS

OUR MISSION

The Southern Foundation is a private, nonprofit corporation established to secure financial support for each of the five campuses of the Southern University A&M System. The Foundation is a voluntary institute of business and professional leaders, proudly incorporated to provide broader educational services to our students, encourage research among our faculty and advance the University's role in helping to build an increasingly functional Louisiana.



PLANNING COMMITTEE

PLANNING COMMITTEE CHAIRS

James Brown Sr. and Deidre Deculus Roberts

MEMBERS

Allison J. Young, Chairperson, Southern Foundation Board of Trustees

Wilbert Ferdinand Jr.

Dexter Henderson

Louis C. Henry

Alfred E. Harrell III, CEO, Southern Foundation

SOUTHERN FOUNDATION

OUR EVENT

The Southern Foundation will commence its 51st Bayou Classic weekend with the eleventh annual black-tie gala on Friday, November 29, at the Hyatt Regency New Orleans. This year's gala aims to honor the dedicated supporters and allies of the Southern Foundation, commemorating fifty-six years of unwavering dedication to philanthropy, community, and education. The event's theme will showcase the organization's historical and contemporary achievements, emphasizing its significant contributions to advancing the Southern University and A&M System.

2023 HEADLINER
SINGER, SONGWRITER,
AND RECORD PRODUCER

MAXWELL

Nearly a thousand citizens representing a wide variety of industries and communities, in both the private and public sector attend annually. International business owners, entrepreneurs, public officials, socialites, civic leaders, and media representatives are expected to attend. The evening highlights our most committed benefactors and friends while celebrating our beloved University.



*Chairperson Allison J. Young
Second from Left*

GALA EXPERIENCE

GALA ACTIVITIES

The event will begin with a cocktail reception followed by an acknowledgment program. The highlight of the evening will be the live entertainment provided by a notable R&B recording artist. Last year, Leela James opened for Grammy award-winning artist, Maxwell. The night will end with a headliner performance in 2024. This gala is a private upscale event where attendees can celebrate philanthropy and dance the night away.

SILENT AUCTION

The 2024 Donor Gala will reintroduce the cherished silent auction, showcasing prominent black art, exclusive excursions, and travel experiences. The Southern Foundation will benefit from the Gala Sponsorship and proceeds from the Silent Auction. In 2024, our aim is to raise over \$100,000 to aid in funding student scholarships, faculty research endeavors, and vital campus programs.

OPPORTUNITIES

SOUTHERN FOUNDATION



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EVENT SPONSORS

TWELVE (12) AVAILABLE

\$15,000

AS AN EVENT SPONSOR, YOUR COMPANY WILL
ACTIVATE THE FOLLOWING PRIVILEGES OF THE
SOUTHERN FOUNDATION GALA.

BRAND
RECOGNITION


- COMPANY LOGO AND NAME DISPLAYED IN THE SLIDESHOW PRESENTATION THROUGHOUT THE GALA TO 800+ GUESTS FOR FOUR (4) HOURS
- VIDEO RECOGNITION – SPONSORSHIP ACKNOWLEDGMENT VIDEO FEATURED DURING THE PROGRAM OPENING
- LIVE MENTIONS – EMCEE ANNOUNCEMENTS ACKNOWLEDGING SPONSORS IN THE BALLROOM DURING THE PROGRAM

HOSPITALITY

- ONE (1) KING'S TABLE FOR TEN (10) WITH PREMIER PLACEMENT, ENTRY TO PRIVATE COCKTAIL RECEPTION, AND A TABLESIDE BEVERAGE WAITER
- MEET & GREET WITH GALA HEADLINER. PLEASE NOTE THE RECORDING ARTISTS OBTAINS THE RIGHT TO FORFEIT THE MEET & GREET WITHOUT PENALTY.
- PRESENTING SPONSOR BAYOU CLASSIC 400-LEVEL GAME DAY SUITE PASSES FOR FOUR (4) WITH FOOD AND BEVERAGE (WINE + SPIRITS INCLUDED).



SOUTHERN FOUNDATION



THANK YOU for your consideration. The Southern Foundation is committed to helping advance the Southern University A&M System. We cannot do it without you. Your support of the University through the Southern Foundation Gala helps us continue our commitment to our Dear Southern and its students.



MORE DETAILS

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