TrueBLUE Donor Appreciation Gala
2019 Sponsorship Offerings

MISSION

OUR MISSION

The Southern University System 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

OUR COMMITTEE

Planning Committee Chair

Linda Johnson

Members

Fred L. Banks, Chairman SUS Board of Directors

Kelvin Coney

Roderick L. Hill

Anna M. Jones

Luke A. LaVergne

Joseph M. Stewart

OUR CHAIR

The Southern University System Foundation will kick off Bayou Classic weekend with it's sixth annual black-tie gala on Friday, November 29, in the Hyatt Regency New Orleans' Celestine Ballroom. This year's gala will highlight the supporters and friends of the Southern University System Foundation as it celebrates fifty-one years of commitment to philanthropy, community, and education. The evening's theme will highlight both past and present accomplishments and the great work that has been done to champion Southern University A&M System.

As the planning committee chair of this year's event, I personally invite you to carefully consider the sponsorship offerings. Your corporate sponsorship of the sixth annual TrueBLUE Donor Appreciation Gala will support educational programs, scholarships, and system-wide initiatives. Thank you for consideration of our mission.

Linda Johnson
Planning Committee Chair
SUSF Board of Directors

PURPOSE

WHY SPONSOR

Your generous support of the TrueBLUE Donor Appreciation Gala and the Southern University System Foundation will help ensure the success of our sixth annual event. Presenting and Signature Sponsors receive exclusive access at a high-profile event drawing more than a thousand influential benefactors. Sponsors will also enjoy ongoing visibility to an audience of philanthropists, corporate leaders, and public officials. Sponsorship plays a critical role in the success of philanthropic institutions and we thank you for considering becoming a sponsor for the 2019 TrueBLUE Donor Appreciation Gala.

THE GALA

THE GALA

The TrueBLUE Donor Appreciation Gala joined the Bayou Classic weekend lineup in 2013. Supporters of the Southern University System Foundation arrive at the Hyatt Regency New Orleans for a spirited black-tie event. Previous year's entertainment included Morris Day and the Time, Rachelle Farrell, Maze featuring Frankie Beverly, and Rock and Roll Hall of famers The O'Jays. This year's performer is GRAMMY award winning singer, songwriter, and producer Anthony Hamilton.

More than a thousand leaders 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 University.

GALA EXPERIENCE

GALA ACTIVITIES

The evening includes a cocktail reception, acknowledgment program, live entertainment and dancing. Last year's entertainment featured a performance by Rock and Roll Hall of famers, The O'Jays. The 2017 gala featured a coveted performance by the legendary Maze featuring Frankie Beverly.

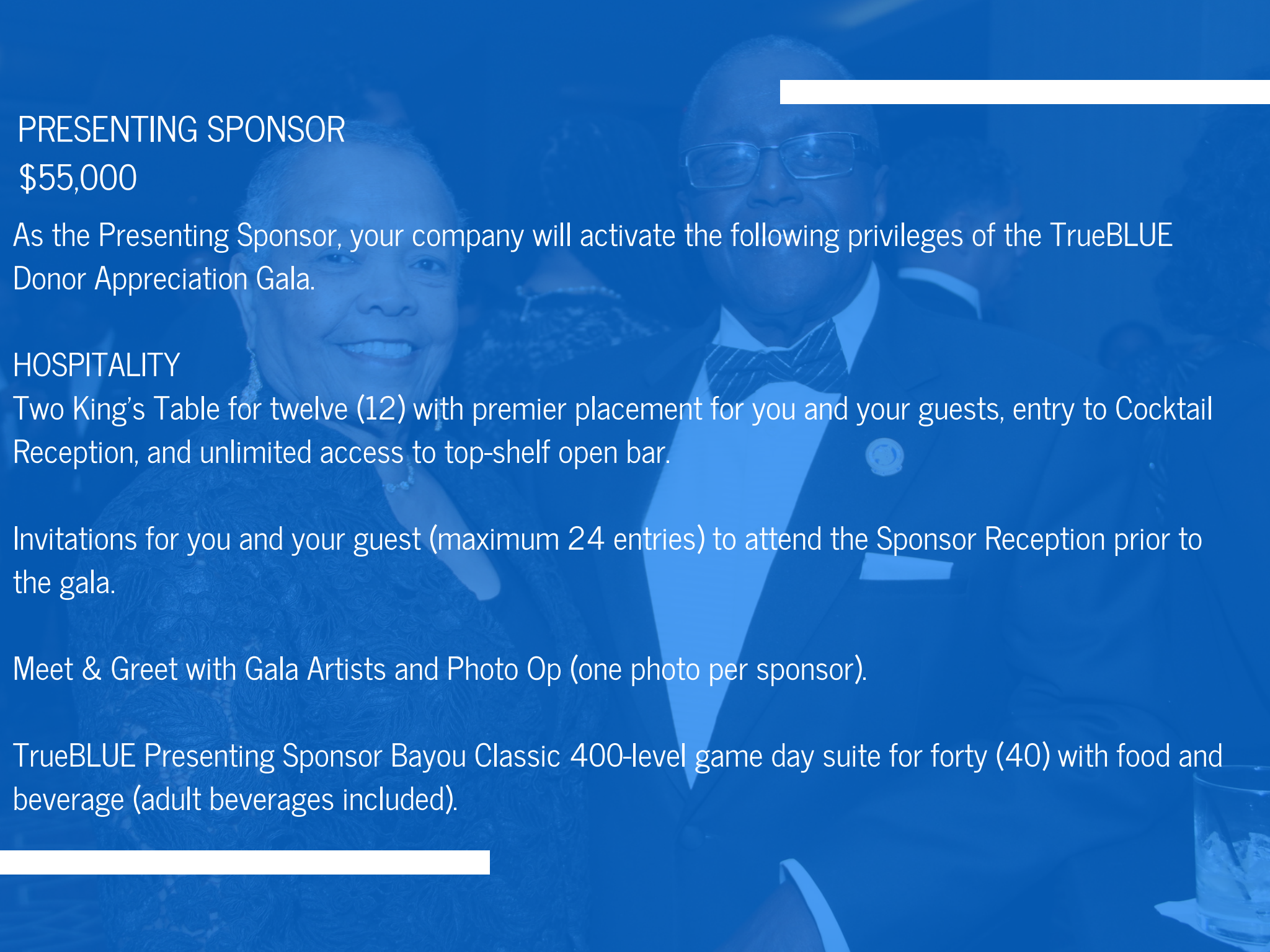
BENEFICIARY

The Southern University System Foundation is the beneficiary of the Gala and Silent Auction proceeds. Our 2019 goal is to generate more than $120,000 to support funding for student scholarships, faculty research projects and important campus initiatives.

EVENT DETAILS

This year's TrueBLUE Donor Appreciation Gala will take place on Friday, November 29, 2019 at the Hyatt Regency New Orleans Celestine Ballroom. Guest entry for the cocktail reception begins at 8:00 PM and the brief program follows at 9:00 PM.

OPPORTUNITIES



PRESENTING SPONSOR
$55,000

As the Presenting Sponsor, your company will activate the following privileges of the TrueBLUE Donor Appreciation Gala.

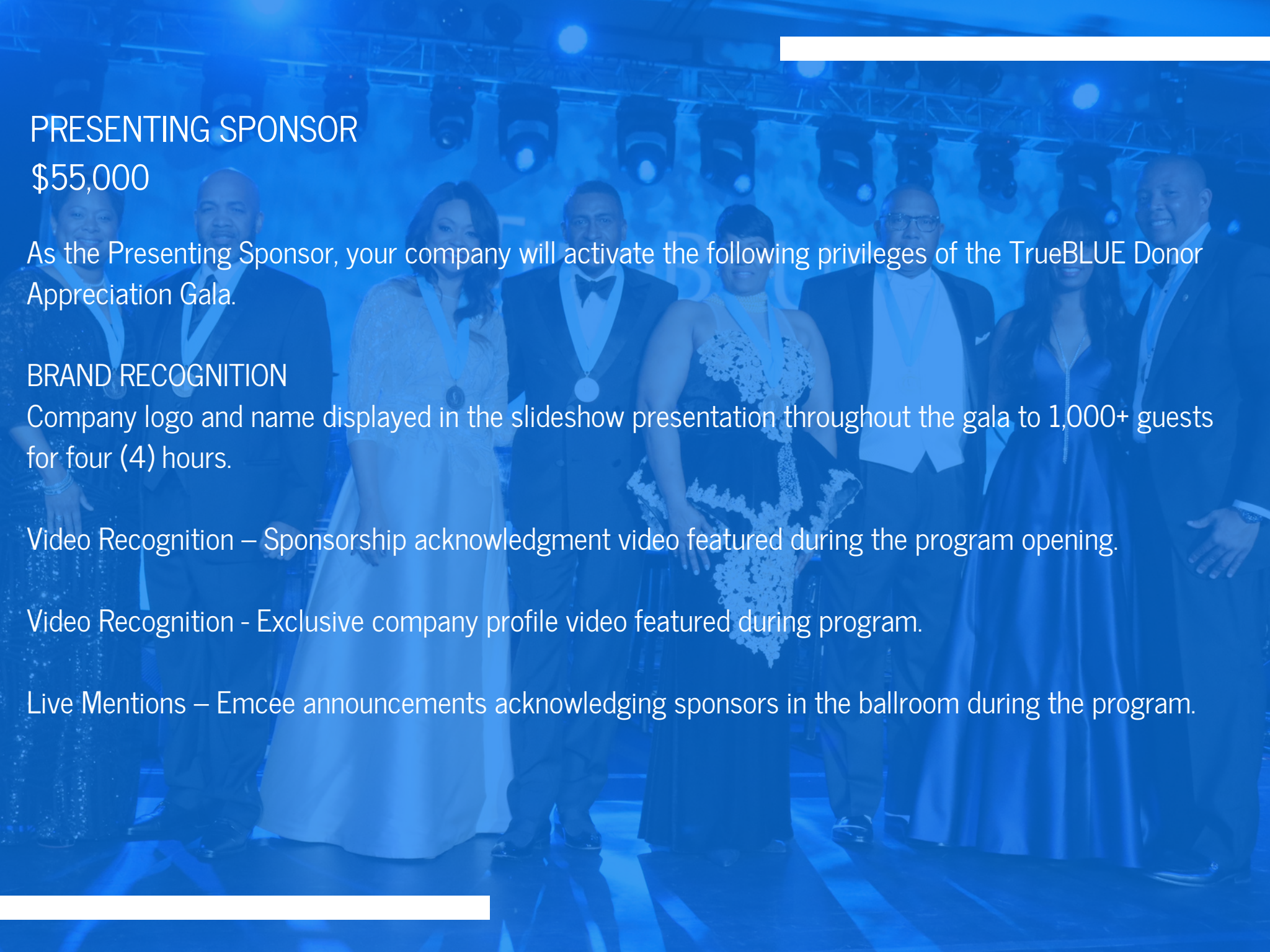
HOSPITALITY

Two King's Table for twelve (12) with premier placement for you and your guests, entry to Cocktail Reception, and unlimited access to top-shelf open bar.

Invitations for you and your guest (maximum 24 entries) to attend the Sponsor Reception prior to the gala.

Meet & Greet with Gala Artists and Photo Op (one photo per sponsor).

TrueBLUE Presenting Sponsor Bayou Classic 400-level game day suite for forty (40) with food and beverage (adult beverages included).



PRESENTING SPONSOR
$55,000

As the Presenting Sponsor, your company will activate the following privileges of the TrueBLUE Donor Appreciation Gala.

BRAND RECOGNITION

Company logo and name displayed in the slideshow presentation throughout the gala to 1,000+ guests for four (4) hours.

Video Recognition – Sponsorship acknowledgment video featured during the program opening.

Video Recognition - Exclusive company profile video featured during program.

Live Mentions – Emcee announcements acknowledging sponsors in the ballroom during the program.

PRESENTING SPONSOR
$55,000

As the Presenting Sponsor, your company will activate the following privileges of the TrueBLUE Donor Appreciation Gala.

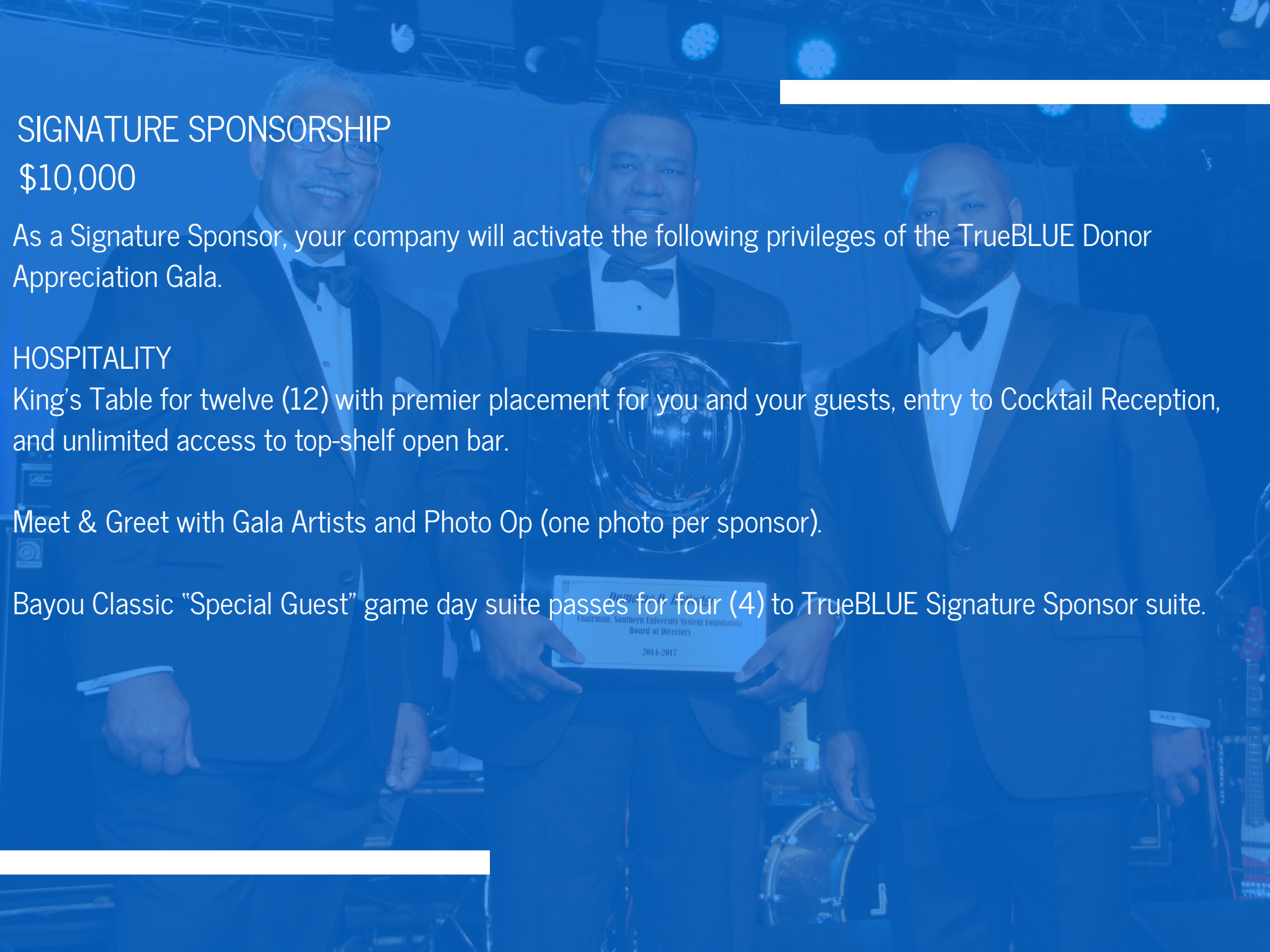
MEDIA

Recognition on TrueBLUE website with redirect to company or individual's website.

Prominent promotional acknowledgment of sponsorship before, during, and after the event on ALL elements of website, social media, print, email, and press campaign.

A feature e-blast on your corporation's philanthropic footprint and partnership with the Southern University System Foundation to the TrueBLUE e-list.
(11,000+ subscribers)

One Presenting Sponsor Opportunity



SIGNATURE SPONSORSHIP
$10,000

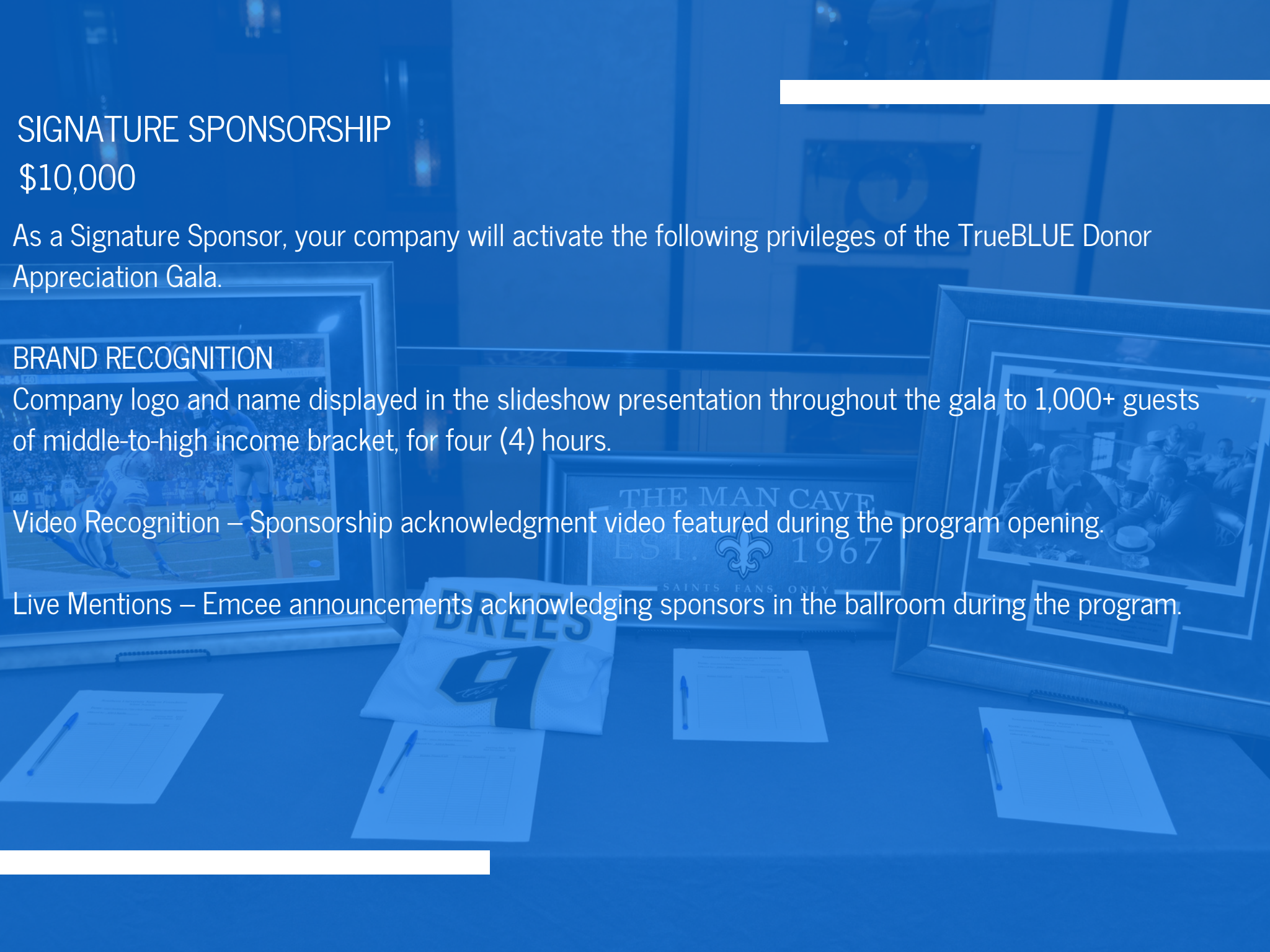
As a Signature Sponsor, your company will activate the following privileges of the TrueBLUE Donor Appreciation Gala.

HOSPITALITY

King's Table for twelve (12) with premier placement for you and your guests, entry to Cocktail Reception, and unlimited access to top-shelf open bar.

Meet & Greet with Gala Artists and Photo Op (one photo per sponsor).

Bayou Classic "Special Guest" game day suite passes for four (4) to TrueBLUE Signature Sponsor suite.



SIGNATURE SPONSORSHIP
$10,000

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BRAND RECOGNITION

Company logo and name displayed in the slideshow presentation throughout the gala to 1,000+ guests of middle-to-high income bracket, 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.

SIGNATURE SPONSORSHIP
$10,0000

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A feature e-blast on your corporation's philanthropic footprint and partnership with the TrueBLUE Southern University System Foundation to the TrueBLUE e-list.
(11,000+ subscribers)

Tweleve Signature Sponsor Opportunities

"GIVING IS THE MASTER KEY TO SUCCESS, IN ALL APPLICATIONS OF HUMAN LIFE."

- BRYANT MCGILL

Thank you for your consideration the Southern University System 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 TrueBLUE Donor Appreciation Gala helps us continue our commitment to our Dear Southern and its students.

Questions or Comments

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