

2010 BLACK ALUMNI REUNION
Black Alumni Reunion • March 2010



SPONSORSHIPS

Presenting Sponsor	\$5,000
<ul style="list-style-type: none">▪ Name and logo to appear as Presenting Sponsor on all printed materials Including Save-the-Date cards, stationary & proposals▪ Recognition as Presenting Sponsor in all media releases, advertising and promotions▪ Premiere signage at the event▪ Opportunity to distribute promotional products or information to guests▪ 3 VIP tables with 24 banquet tickets	
Gold Sponsors	\$2,500
<ul style="list-style-type: none">▪ Name and logo on Save the Date cards and invitations▪ Name and logo in media releases, advertising, and promotions▪ Event signage▪ Opportunity to distribute promotional products or information to guests▪ 2 VIP tables with 10 banquet tickets	
Silver Sponsors	\$1,000
<ul style="list-style-type: none">▪ Name and logo in advertising and promotions▪ Event signage▪ Opportunity to distribute promotional products or information to guests▪ 4 banquet tickets and a reserved table	
Table Sponsors	\$500
<ul style="list-style-type: none">▪ 2 banquet tickets▪ Listing in the program	
Patron Sponsor	\$75 or more
<ul style="list-style-type: none">▪ Listing in the program	

2010 BLACK ALUMNI REUNION
Black Alumni Reunion • March 2010



Levels of Sponsorship

- ___ Presenting Sponsor \$5,000
- ___ Gold Sponsor \$2,500
- ___ Silver Sponsor \$1,000
- ___ Event Sponsor \$500
- ___ Patron Sponsor \$75 or more

Company: _____

Contact: _____

Phone: _____ Fax: _____

E-mail: _____

Mailing Address: _____

Deposit Enclosed: _____

Signature: _____

2010 BLACK ALUMNI REUNION

Notes to Applicants:

- Sponsorship is offered on a first come, first serve basis
- To secure your sponsorship level for the 2010 Black Alumni Reunion, please complete and return this form along with the full payment
- This application and full payment must be received by January 15, 2010
- Make all checks or money orders payable to the Virginia Tech Alumni Association and send to the address below.
- For more information or to discuss sponsorship opportunities, please contact

Laurie Brogdon
Holtzman Alumni Center
901 Prices Fork Rd. Blacksburg, VA 24060
(540) 231-6285 or by email lbrogdon@vt.edu

PROCEEDS:

Proceeds from this event will benefit Virginia Tech's Multicultural Alumni Programs.

SPONSORSHIP BENEFITS

Expose your business to an affluent group of individuals in the New River and surrounding areas.

- Your company name and logo will appear on event posters, postcards, all advertisements and the event web site
- Your company name on media communication
- Access to professional in the area
- Opportunity to promote your company and services

2010 BLACK ALUMNI REUNION

Black Alumni Reunion • March 2010



Dear Sponsor,

Virginia Tech is preparing for the next Black Alumni Reunion March 18th-21st, 2010. The success of this event will be credited largely to our sponsors, who lend their names and financial support to the event. The money we raise will go toward supporting the reunion as we endeavor to impact the lives of Virginia Tech students, alumni, faculty, and staff.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts. For a small donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have five levels of sponsorship packages, as detailed on the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs; and be secure in the knowledge that your sponsorship fee will be used to help support this reunion. We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form by mail or fax it to (540) 231-2931. Thank you in advance for your willingness to support the efforts of the 2010 Black Alumni Reunion and make a difference in our community.

Sincerely,

Laurie L. Brogdon
Director of Multicultural Alumni Programs