

**Alumni Relations**

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Dear Sponsor,

Virginia Tech's biennial Black Alumni Reunion (B.A.R.) will be held in Blacksburg, Virginia on April 13-15, 2018. The B.A.R. has been a tradition at Virginia Tech for 32 years and the success of this event depends largely on sponsors who lend their names and financial support. The weekend offers alumni, students, faculty, and staff the opportunity to gather for networking, professional development, and celebrating.

The theme of the 2018 reunion is "Raising the B.A.R.: Celebrating Black Excellence at Virginia Tech". Featured events will honor some of the university's most successful Black alumni and will celebrate several university milestones including:

- The 65th anniversary of the first Black student's admission to Virginia Tech
- The 60th anniversary of the first Black student's graduation from Virginia Tech
- The 50th anniversary of Groove Phi Groove, the first Black organization on campus
- The 50th anniversary of the Human Relations Council (predecessor to BSA)
- The 40th anniversary of the Black Student Alliance (BSA)
- The 25th anniversary of the National Pan-Hellenic Council (NPHC)
- The 25th anniversary of the Center for the Enhancement of Engineering Diversity (CEED)

Weekend event highlights include:

- Student and alumni networking workshop and reception
- "Influential Black Alumni Awards Ceremony"
- Men's and women's mentoring luncheons
- Spring Game community tailgate with a student/alumni exhibition step-show

According to a 2015 Gallup survey, Virginia Tech alumni outpace the national average when it comes to thriving professionally and leading lives that matter. In addition, alumni attachment to the University is more than two times higher than the national average. The passion that Hokies feel for their alma mater has translated well to their support of the Alumni Association's programs, services, and corporate partnerships.

Virginia Tech is consistently recognized as one of the Top 10 University Diversity Champions by "INSIGHT into Diversity Magazine", the oldest and largest diversity magazine in higher education. Event marketing will target more than 8,300 national and international Black and African-American graduates from 1957 to 2017, whose talents and skills span every major and industry. More than one-third of these alumni will have graduated in the last ten years. Participants will also be comprised of faculty and staff,

including the university's most senior leadership, and more than 1,400 Black undergraduate and graduate students.

Our University Relations team will leverage several major national markets through the use of press releases, magazine articles, electronic mediums, and our social media outlets which include over 100,000 subscribers. Your generous sponsorship will give your organization access to an outstanding pool of diverse talent, provide excellent exposure to this important segment of your target audience, and align your brand with one of the strongest and most loyal alumni networks in the nation.

You can trust that your largely tax-deductible support will be used to support the reunion and multicultural alumni programs which impact the lives of Virginia Tech students, alumni, faculty and staff. Sponsorship opportunities include a variety of levels to meet your needs and past program sponsors have included; Toyota Financial Services, Liberty Mutual Insurance, Coca-Cola, Power 52 and Discover.

Your contribution would be invaluable and we hope that you will consider supporting this important endeavor.

Thank you in advance for your willingness to support the 2018 Black Alumni Reunion as we strive toward building a diverse and engaged community.

Best Regards,

Latanya R. Walker

## SPONSORSHIP OPPORTUNITIES

### Black Alumni Reunion

A biennial celebration, the Black Alumni Reunion will be held on **April 13 - 15, 2018**. This signature university event brings more than 400 alumni back to campus for a weekend filled with activities to reconnect classmates, network with current students and alumni, and see how campus has changed since their student days.

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### Event Sponsorship

The generous support of corporation, alumni, and friends ensures a successful Black Alumni Reunion that will help strengthen connections among alumni and foster lifelong relationships with the university that are vital for its growth and prosperity. ***All donations, minus the value of your event benefits, are tax-deductible.***

#### Presenting Sponsor - \$15,000

- Presenting sponsor recognition in media releases, printed event marketing materials, event signage, emails and webpages
- Opportunity for company display and giveaways during event (provided by company)
- Recognition from podium by VT leadership
- 8 tickets to each of the reunion's premiere events.

#### Maroon Sponsor - \$5,000

- Maroon sponsor recognition in printed event marketing materials, event signage, emails and webpages
- Opportunity for company display and giveaways during event (provided by company)
- Recognition from podium by VT leadership
- 4 tickets to each of the reunion's premiere events

#### Hokie Sponsor - \$1,000

- Hokie sponsor recognition in printed event marketing materials, and event signage
- 2 tickets to each of the reunion's premiere events

#### Orange Sponsor - \$10,000

- Orange sponsor recognition in printed event marketing materials, event signage, emails and webpages
- Opportunity for company display and giveaways during event (provided by company)
- Recognition from podium by VT leadership
- 6 tickets to each of the reunion's premiere events

#### Ut Prosim Sponsor - \$2,500

- Ut Prosim sponsor recognition in printed event marketing materials, event signage, emails and webpages
- Opportunity for company display and giveaways during event (provided by company)
- 2 tickets to each of the reunion's premiere events



#### Additional Sponsorship Opportunities:

- Friday - Student Networking Event\*
- Saturday Black Alumni Spring Game Tailgate\*
- Hospitality Suite\*
- Individual Student Leader Sponsorship\*

*\*For more information on these sponsorship opportunities, please contact **Gwen Harrington**, [gwenh@vt.edu](mailto:gwenh@vt.edu)*

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## SPONSOR INFORMATION

Sponsor Name:

Address:

City:

State:

ZIP:

Contact Person:

Phone:

Email:

Desired Sponsorship Level:

# WHY VIRGINIA TECH?

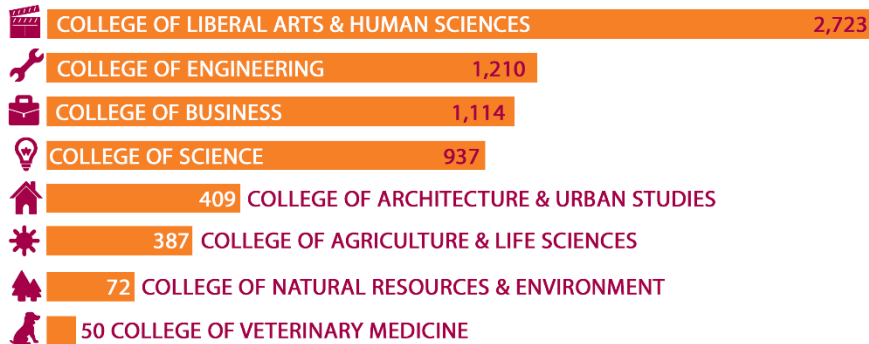


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## TOTAL BLACK ALUMNI



VA	NC	MD	CA	FL	PA	TX
47.6%	5.6%	5.5%	3.0%	2.8%	2.6%	1.9%



**VirginiaTechforlife**  
ALUMNI ASSOCIATION