



West Virginia State University
National Alumni Association
25th National Conference



April 22 – 26, 2020
Renaissance Baltimore Harborplace Hotel

The Pipeline to Leadership Starts at STATE

SPONSORSHIP
OPPORTUNITIES

BRIEF HISTORY

The founding of the institution that later became West Virginia State University can be attributed to an early instance of federal aid used to advance the cause of equal educational opportunity. The Alumni Association, operating with elected officers, began in 1898 and established a network across the country to open the door of opportunity for this institution to continue the rich history of leadership and academic excellence. Today, the National Alumni Association has created and expanded upon a set of pipeline objectives which are designed to **recruit** new students to the university, provide **scholarships** to students, **mentor** students, promote **career readiness** and increase alumni **membership**.

SPONSORSHIP PACKAGES

○ CRYSTAL SPONSOR - \$10,000

(20) full-conference registrations, crystal gift acknowledgement during conference, company logo on all promotional materials, event shirts, prominent banner and other signage displayed at all conference events. Company logo recognition on the WVSUNAA registration website and full-page color ad. Hotel accommodations for one C-Level Executive for a two night stay during conference ~ Friday and Saturday. Private meeting with University President Anthony L. Jenkins, Ph.D., includes private car service to and from private meeting.

○ **YELLOW JACKET SPONSOR - \$5,000**

(10) full-conference registrations, company logo on all promotional materials, event shirts, prominent banner and other signage displayed at all conference events. Company logo recognition on the WVSUNAA registration website and full-page color ad.

○ **GOLD LEVEL SPONSOR - \$3,500**

(6) full-conference registrations, company logo on event shirts, banner and other signage displayed throughout the conference. Company logo recognition on the registration website and full-page color ad.

○ **BLACK LEVEL SPONSOR - \$3,500**

(4) full-conference registrations, company logo displayed on custom napkins at cocktail hour reception, recognition on the registration website and full-page color ad.

○ **ALUMNI AWARDS DINNER SPONSOR - \$2,500**

(4) full-conference registrations, banner prominently displayed at the awards dinner, company logo recognition on the registration website and full-page color ad.

○ **AWARDS LUNCHEON SPONSOR - \$2,500**

(4) full-conference registrations, banner prominently displayed at the luncheon, company logo recognition on the registration website and full-page color ad.

○ **STINGER LEVEL SPONSOR – \$1,500**

(2) full-conference registrations, company logo and recognition during conference workshops, registration website and full-page color ad.

○ **HBCU HERITAGE SPONSOR – \$1,500**

(2) registrants, company logo and recognition during conference workshops, registration website and full-page color ad.

○ **ENTERTAINMENT SPONSOR \$1,000**

Company logo and recognition at the and on a banner at the event. Company logo recognition on the registration website.

○ **REGISTRATION SPONSOR - \$1,000**

Company logo displayed during event registration.

○ **HOSPITALITY SPONSOR – \$500**

Full Color corporate logo or personal signage displayed in the hospitality suite.

○ **FULL -PAGE AD- \$100**

Full color corporate or personal advertisement displayed within the souvenir program booklet.

○ **HALF-PAGE AD – \$50**

Full color corporate or personal advertisement displayed within the souvenir program booklet.

○ **PATRON – \$25**

Your corporate or personal name displayed within the souvenir program booklet.