USC Black Alumni Association
2016-17
“Heralding Legacy”
Sponsorship Opportunities

All Photography by Leroy Hamilton for use by USCBAAA
Since 1891 our alumni have shaped the fabric of the University of Southern California.

The USC Black Alumni Association

Founded in 1976 by noted civil rights leader Reverend Dr. Thomas Kilgore, Jr., and others, the USC Black Alumni Association (USC BAA) is a leadership network established to strengthen the heritage of educational attainment and excellence of black students. The USC BAA provides scholarship assistance, leadership mentoring and cultural advocacy through alumni networking and volunteer involvement, philanthropy and social enterprise.

This is our legacy.

2016-17 Sponsorship Opportunities

Contact: Dr. Michèle G. Turner
mmtturner@usc.edu
213-740-8342
Heralding Legacy Events

The USC Black Alumni Association’s 2016-17 Heralding Legacy events showcase the momentum of the organization and the legacy of its accomplished alumni from the U.S. and around the world. The USC BAA has awarded over $6 million dollars in scholarships to over 2600 students, and seeks to increase its capacity to be of transformative leadership and service. The Heralding Legacy events are a series of major events that engage a large audience of USC alumni, supporters and the community, and provide excellent sponsor branding opportunities. Proceeds support needed scholarships which effectively increase enrollment and completion rates of USC black students.

“One Night—Two Teams Celebration” in Dallas

“Trojan Legends Homecoming Weekend”

Aligning for Black Excellence in Higher Education Summit II: “The Compass”

2016-17 Sponsorship Opportunities

Contact: Dr. Michèle G. Turner
mmtturner@usc.edu
213-740-8342
Sponsorship & Branding Opportunities:

“One Night—Two Teams” Celebration is a highly anticipated event, as USC black alumni are some of the most noted in the world and have made history! The USC Black Alumni Association will host two events that will occur as a precursor to the 2016 Cowboy Classic Football game between the University of Alabama Crimson Tide and the University of Southern California Trojans, on September 3, 2016 at AT&T Stadium in Arlington, Texas. The first event (Friday, September 2, 2016) will be a jazz night reception honoring the players from the 1970 game. The second event (Saturday, September 3, 2016) will be a game day brunch featuring members of the 1970 football team (USC: Sam Cunningham, Jimmy Jones, Bill Holland and Coach Willie Brown; Alabama: TBD)—a panel that will be moderated by author Steve Travers (“One Night—Two Teams”) with a book signing.

Homecoming

Beginning with a Friday night alumni Jazz Mixer, The Trojan Legends Homecoming Celebration is off to an energized start! On Saturday at VKC Pavilion, the USC BAA hosts the largest pre-game tailgate on campus, and it is always a beloved, sellout event! Iconic USC athletes, such as Cheryl Miller, Marcus Allen and Allyson Felix, are awarded as Honorary Chairs for the day, following a delicious soul food buffet, relaxing in the Sports Lounge with 60" TV, unlimited private hosted bar, great DJ, live band, and good company! On Sunday, alumni can walk off calories during a fun-filled hike featuring magnificent views of the Pacific Coast!

Summit II

Over 1000 people attended or watched the USC BAA’s inaugural “Aligning for Black Excellence in Higher Education Summit” in 2015, which included partnerships with the US White House and Ebony Magazine. This year’s Summit II, “The Compass,” will continue conversations with a focus on diversity leadership and pipeline development, including symposia presentations from faculty at USC, and thought leaders of prominence from the Southern California basin. Event ratings and feedback have created high demand for this year’s featured programming. The audience for this event includes alumni and the community at large. The day’s Summit conference will follow with an evening concert fundraising event featuring an artist supportive of the BAA’s scholarship efforts.

2016-17 Sponsorship Opportunities

Contact: Dr. Michèlë G. Turner
mmturner@usc.edu
213-740-8342
Sponsor Opportunities…

The Partner Sponsorship is the ultimate branding opportunity throughout all events, gaining the most prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

Partner Branding: “_______ Presents Heralding Legacy with the USC BAA”

- Welcome Acknowledgement from all event stages
- Honoree Photo Opportunities at all events
- “Partner” Branding Impressions at all events
  - First position logo on all event materials
  - First position logo on all social media marketing/eblasts
  - Active mention in social media at events
  - Full page ad in Summit II web journal

- 10 Premier Seating Tickets at all events to include Homecoming & Summit II
- Gift Bag or Item Placement at all events
- Named Company BAA Scholarships for the upcoming academic year
- Scheduled Company Site Spotlight for USC students and/or alumni during year

*additional reciprocities tbd as required per client

Partner Sponsor Level • $35,000
Sponsor Opportunities…

The **Legacy** Sponsorship is the *exclusive* branding opportunity throughout all events, gaining the most prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

**Legacy Branding: “_______ Celebrates Heralding Legacy with the USC BAA”**

- Welcome Acknowledgement from all event stages
- Honoree Photo Opportunities at all events
- “Legacy” Branding Impressions
  - First position logo on all event materials
  - First position logo on all social media marketing/eblasts
  - Active mention in social media at events
  - Full page ad in Summit II web journal

- 10 Premier Seating Tickets at Homecoming & Summit II events
- Gift Bag or Item Placement at all events
- Named Company BAA Scholarship for the upcoming academic year
- Scheduled Company Site Spotlight for USC students and/or alumni during year

---

**Legacy Sponsor Level • $25,000**

---

**USC Black Alumni Association**

**Contact: Dr. Michèle G. Turner**
mmtturner@usc.edu
213-740-8342
Sponsor Opportunities…

The **Cardinal** Sponsorship is an excellent branding opportunity within a specific event area to gain prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

**Cardinal Branding:**
- Acknowledgement from the Main Event Stage as Cardinal Sponsor
- Honoree Photo Opportunities at Event
- “Cardinal” Branding Impressions
  - Logo on event materials
  - Logo on social media marketing/eblasts
  - Full page ad in Summit II web journal
- 10 Premier Seating Tickets at event
- Named Company BAA Scholarship in upcoming academic year

**Cardinal Sponsor Level • $10,000**

*Contact: Dr. Michèle G. Turner*

mmturner@usc.edu

213-740-8342
Sponsor Opportunities…

The **Gold** Sponsorship is an excellent event branding opportunity to gain prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

**Gold Branding:**
- **Acknowledgement from the Event Stage as Gold Sponsor**
- **“Gold” Logo Branding Impressions**
  - Mention in social media marketing/eblasts
  - Half page ad in Summit II web journal
- **5 Premier Seating Tickets at Event**
- **Named Company BAA Scholarship in Upcoming Academic Year**
Sponsor Opportunities…

The **Trojan** Sponsorship is an excellent branding opportunity to gain prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

**Trojan Branding:**
- Acknowledgement from the Event Stage as Trojan Level Sponsor
- “Trojan” Logo Branding Impressions
  - Half page ad in Summit II web journal
- 4 Premier Seating Tickets at Summit II events
- Named BAA Scholarship in Upcoming Academic Year

2016-17 Sponsorship Opportunities

Contact: Dr. Michèle G. Turner
mmt Turner@usc.edu
213-740-8342
Sponsor Opportunities…

The “1000 for $1000” Sponsorship is an excellent branding opportunity to gain prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

“1000 for $1000” Branding:
– Listing on website*
– Listing in eblasts/newsletters*

• Named Donor BAA Scholarship in Upcoming Academic Year*
• 1 Premier Seating Ticket to one chosen event*

*upon receipt of $1000 paid in full. BAA offices will confirm prior to listing or event selection.
<table>
<thead>
<tr>
<th>Branding</th>
<th>Legacy $25K</th>
<th>Cardinal $10K</th>
<th>Gold $5K</th>
<th>Trojan $3K</th>
<th>“1000 for $1000”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Presented By”</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Acknowledgement from the Stage</td>
<td>Welcome Remarks</td>
<td>Mention as Cardinal Sponsor</td>
<td>Mention as Gold Sponsor</td>
<td>Mention as Trojan Sponsor</td>
<td>No</td>
</tr>
<tr>
<td>Photo Opportunities</td>
<td>All Events</td>
<td>Event Only</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
| Branding Impressions             | • All events collateral  
• All events social media  
• Full page AD in Summit II web journal | • Event collateral  
• Event social media  
• Full page AD in Summit II web journal | • Logo in social media  
• Half page AD in Summit II web journal | • Half Page Ad in Summit II web journal | • Listing on BAA website* |
| Premier Seating                  | Table of 10 at Homecoming and Summit II events | Table of 10 at event | Seating for 5 | Seating for 4 | Seating for 1* |
| Gift Bag or Item Placement       | Yes        | No           | No       | No         | No              |
| Named Scholarship                | Yes, as many as 25 undergrad matched 2:1—or grad mixed | Yes, a many as 10 undergrad matched 2:1—or grad mixed | Yes, as many as 5 undergrad matched 2:1 | Yes, as many as 3 matched 2:1 | Yes, one matched 2:1* |
| Other                            | Company Site spotlight | No           | No       | No         | No              |

*Partnership Level Sponsorship Opportunities are developed on a case by case basis*
Our Legacy Is Who We Are. It Is What We Do!

Thank You For Your Consideration. Fight On!

Contact: Dr. Michèle G. Turner
mmtturner@usc.edu
213-740-8342