USC Black Alumni Association
2015-16
40th Anniversary Celebrations
Sponsorship Opportunities

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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.
The USC Black Alumni Association’s **40th Anniversary Celebrations** 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 2,600 students, and seeks to increase its capacity to be of transformative leadership and service. The **40th Anniversary Celebrations** are a series of major events that engage a large audience of USC alumni, supporters and the community, and provide excellent sponsor branding opportunities.

**Trojan Legends Homecoming Weekend**

**40th Anniversary & Scholarship Benefit**

**Aligning for Black Excellence in Higher Education Summit**
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 ride off calories during a fun-filled bike ride on the Pacific Coast!

**Homecoming**
Friday thru Sunday, November 6-8, 2015; 500 attendees

**Dinner Gala**
The USC BAA 40th Anniversary and Scholarship Benefit is a highly anticipated and prestigious gathering, as USC black alumni are some of the most noted in the world. Following a Red Carpet, Receptions and a Silent Auction, USC President C.L. Max Nikias will provide congratulatory remarks during the awards dinner. Guests will also receive a commemorative book of historic USC black alumni. Past alumni award recipients have included Forrest Whitaker, John Singleton, Sam Cunningham and Karen Bass.

Thursday, March 10, 2016; 450 attendees

**Summit**
Over 1000 people attended or watched the USC BAA’s inaugural “Aligning for Black Excellence in Higher Education Summit” last year, which included partnerships with the US White House and Ebony Magazine. This year, the conversations will continue with a focus on pipeline development in STEM and Tech, including participation from USC, UCLA and CALTECH professors, researchers from the RAND Corporation, and thought leaders from the southern California basin. Event ratings and feedback have created high demand for this year’s featured programming.

Saturday, April 2, 2016; 600 attendees/500 live streamed

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**Sponsorship Opportunities:**

Contact: Dr. Michèle G. Turner
mmturner@usc.edu
Sponsor Opportunities...

The **Legacy** Sponsorship is the *exclusive* branding opportunity to celebrate the USC BAA’s 40th Anniversary throughout all events, and gain the most prominent exposure as a distinguished USC partner to alumni, supporters and the community, to include:

**Legacy Branding: “_______ Celebrates the 40th Anniversary of the USC BAA”**

- Co-Welcome 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
  - Weekly mention in social media drops
  - Active mention in social media at event
  - Full page ad in journal
- 20 Premier Seating Tickets at all events

- Gift Bag Placement at all events
- Sponsor Walk of Fame at Scholarship Benefit
- Named Company BAA Scholarship for the upcoming academic year
- Scheduled Company Site Spotlight for USC students and/or alumni during year

40th Anniversary Celebrations  2015-16 Sponsorship Opportunities

**Legacy Sponsor Level • $40,000**

Contact: Dr. Michèle G. Turner
mmtturner@usc.edu
Sponsor Opportunities…

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

**Presenting Branding: “_______ Presents (event)”**
- Award Presentation from the event stage
- Honoree Photo Opportunities at event
- “Presenting” Branding Impressions
  - Logo on all event materials
  - Logo on all social media marketing/eblasts
  - Weekly mention in social media drops
  - Active mention in social media at event
  - Full page ad in journal
- Gift Bag Placement at event

**Presenting Sponsor Level • $25,000**
- 10 Premier Seating Tickets at all events
- Sponsor Walk of Fame at Scholarship Benefit
- Named Company BAA Scholarship in upcoming academic year

**40th Anniversary Celebrations 2015-16 Sponsorship Opportunities**

Contact: Dr. Michèle G. Turner
mmturner@usc.edu
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**
- **Honoree Photo Opportunities at Event**
- **“Cardinal” Branding Impressions**
  - Logo on event materials
  - Logo on social media marketing/eblasts
  - Weekly mention in social media drops
  - Active mention in social media at event
  - Full page ad in journal
- **Event Area Product Placement or Welcome**
  (Choose: **Homecoming**: Mixer, Sports Lounge; **Benefit**: VIP Reception, Red Carpet, Program Journal, “40 for 40” Commemorative Book, Silent Auction; **Summit**: Live Stream)

  - 10 Premier Seating Tickets at event
  - Gift Bag Placement at event
  - Sponsor Walk of Fame at Scholarship Benefit
  - Named Company BAA Scholarship in upcoming academic year

**Cardinal Sponsor Level • $10,000**
Sponsor Opportunities…

The **Gold** Sponsorship is an excellent 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
- Honoree Photo Opportunities at Event
- “Gold” Logo Branding Impressions
  - Logo on event materials
  - Logo on social media marketing/eblasts
  - Half page ad in journal
- 10 Premier Seating Tickets at Event
- Gift Bag Placement at Event
- Sponsor Walk of Fame at Scholarship Benefit
- 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
- Honoree Photo Opportunities at Event
- “Trojan” Logo Branding Impressions
  - Half page ad in journal
- 10 Premier Seating Tickets at event
- Sponsor Walk of Fame at Scholarship Benefit in March, 2016
- Named BAA Scholarship in Upcoming Academic Year

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**Trojan Sponsor Level • (Alumni only)**
$3,000

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40th Anniversary Celebrations

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mmtturner@usc.edu
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
– Listing in Scholarship Benefit Program Journal

• Named Donor BAA Scholarship in Upcoming Academic Year
• 1 Premier Seating Ticket to Scholarship Benefit
• Donor Walk of Fame at Scholarship Benefit
Our **Legacy** Is Who We Are. It Is What We Do!

Thank You For Your Consideration. Fight On!

Contact: Dr. Michèle G. Turner
mmturner@usc.edu
USC BAA 40th Anniversary Celebrations

Sponsorship Commitment Form

All proceeds support the BAA Scholarship Fund

USC 501(c) 3 Tax Identification #95-1642394

(I invoiced to:)

NAME: ____________________________ TITLE: ____________________________

COMPANY: ____________________________

CITY: ____________________________ STATE: ____________ ZIP CODE: ____________________________

PHONE: ____________________________ #:EXT: ____________________________ FAX #: ____________ Email: ____________________________

_____ Legacy Sponsor -- $40,000.00

_____ Presenting Sponsor -- $25,000.00

_____ Cardinal Sponsor -- $10,000.00

_____ Gold Sponsor -- $5,000.00

_____ Trojan Sponsor -- $3,000.00 (Alumni Only)

_____ ”1000 for 1000” Sponsor-- $1,000.00

SILENT AUCTION OR IN-KIND SPONSOR:

_____ Silent Auction  _____ In Kind Sponsor  $_____________________ Value

Description of items: ______________________________________________________________________

Commemorative Program and Tribute Ads (please send pdf copy to: tjtaylor@usc.edu)

_____ Full Page Black & White Ad (8 ½” x 11” vertical) -- $1,000.00

_____ Half Page Black & White Ad (8 ½” x 5” vertical) -- $750.00

Total $________________

Please make checks payable to: USC BLACK ALUMNI ASSOCIATION  Or:

Name on Credit Card: ____________________________ Signature: ____________________________

Credit Card Type (MC/Visa Only): ________ Number: ____________________________

Expiration Date: ____________________________

OR ONLINE: www.usc.edu/baa

Mailing Address: 3607 Trousdale Parkway, Suite 323, Los Angeles, CA 90089

Response Required by: February 15, 2016  Tensie Taylor 213-740-8342(p)  213-740-1527(f)  tjtaylor@usc.edu