

BOWIE STATE UNIVERSITY



FOUNDATION

ANNUAL
SCHOLARSHIP

Golden

AN EVENING OF EXCELLENCE

FRIDAY, APRIL 03, 2020

TIME: 7 PM | Martin's Crosswinds | Greenbelt, Maryland

Sponsorship Opportunities

LIVE ENTERTAINMENT BY

THE BSU COMMUNITY

Jazz Ensemble

Directed by

Dr. Clarence E. Knight, Jr. | Dr. Gilbert E. Pryor, Jr.



On behalf of Bowie State University, the Bowie State University Foundation and its Board of Directors, we bring you greetings and salutations!

Our annual Scholarship Gala is scheduled for Friday, April 3, 2020. We are only a few months away from this annual celebration and exciting plans are well underway for the Foundation's signature fundraising event. Our planning committee believes that it is prudent to get you our sponsorship package so you can make your philanthropic commitments for 2020.

The primary mission of the BSU Foundation is to raise funds to support the University and provide the necessary resources to help with student success. Your generosity will enable students to receive scholarships and other financial assistance needed to successfully complete their matriculation at Bowie State University. The need for your support is even more critical as the University's enrollment continues to grow and the percentage of students needing financial support is also increasing at an alarming rate. The Bowie State community is firmly committed to student success, academic excellence and the long-term viability at this great institution.

We invite you, your colleagues and friends to seriously consider partnering with us by selecting one of the sponsorship opportunities that is described within this packet. You can conveniently confirm your sponsorship or gift online at www.bowiestate.edu/scholarshipgala, or you can complete and return the enclosed agreement form by mail or in person.

Proceeds from the gala will benefit BSU's general scholarship fund. Your contributions and partnership with Bowie State University will directly benefit our students, impacting academic experiences, athletic opportunities, classroom needs and innovative technology, all of which propels BSU to greater heights.

We appreciate your consideration and look forward to your favorable response as we seek your support for the 2020 Scholarship Gala. If you have any questions or need additional information, please contact the Office of Institutional Advancement at 301-860-4300.

Gordon L. Sampson '69
Chair, Board of Directors
Bowie State University Foundation

Brent Swinton, MPA, CFRE
Executive Director
Bowie State University Foundation



TITLE/DIAMOND SPONSOR: \$25K

- Host and speak at private sponsors reception
- Logo signage at sponsors reception
- Two priority dinner tables for 10
- Two seats at President Breaux's table
- Invitations for 20 to private sponsors reception
- One corporate video or ad viewing during gala program
- Photo opportunity with honorees
- Full-page ad in event program
- Logo on sponsor list, screens throughout gala
- Official event photo media interview
- Logo on marketing materials and URL on website
- Logo on step and repeat
- Table signage

PLATINUM SPONSOR: \$15K

- Priority dinner table for 10
- Invitations for 10 to private sponsors reception
- Photo opportunities with honorees
- Full-page ad in event program
- Logo on sponsor list
- Logo on marketing materials and URL on website
- Table signage

GOLD SPONSOR: \$10K

- Priority dinner table for 10
- Invitations for 6 to private sponsors reception
- Full-page ad in event program
- Logo on sponsor list
- Logo on marketing materials and URL on website
- Table signage

SILVER SPONSOR: \$5K

- Priority dinner table for 10
- Invitations for 4 to private sponsors reception
- Half-page ad in event program
- Name recognition on marketing materials and website
- Table signage

BRONZE SPONSOR: \$3K

- Dinner table for 10
- Invitations for 2 to private sponsors reception
- Name recognition listing in program
- Table signage





SCHOLARSHIP GALA - Friday, April 3, 2020

Sponsorship Commitment Form

- Diamond Title Sponsor \$25,000
- Platinum Sponsor \$15,000
- Gold Sponsor \$10,000
- Silver Sponsor \$5,000
- Bronze Sponsor \$3,000

Individual Gala Tickets

- Please reserve _____ ticket (s) at \$150.00
- I/We cannot attend, however, I have enclosed a donation of \$ _____

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Email: _____

We Accept: VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NO.	EXPIRATION DATE	SECURITY CODE

NAME OF CARDHOLDER	AMOUNT

Mail or fax form to:
 Bowie State University Foundation
P.O. Box 939
 Bowie, MD 20718-0939
FAX: 301-860-4163

Online Payment:
www.bowiestate.edu/scholarshipgala

Make checks out to: Bowie State University Foundation

For more information, please contact the Office of Institutional Advancement: 301-860-4300.

Deadline for Sponsorship: Monday, March 16, 2020.



SOUVENIR JOURNAL ADVERTISEMENT CONTRACT

Full Page Color Ad (7.5" x 10")	\$500.00
Half Page Color Ad (7.75" x 5.5")	\$250.00
Patron Listing	\$100.00

Patron Listing: Please print your name legibly.

Total Cost \$ _____ (payable to the BSU Foundation)

We Accept: VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NO.

EXP DATE

NAME OF CARDHOLDER

BILLING ZIP CODE

Mail or fax contract to:

Bowie State University Foundation
Attn: Souvenir Journal
P.O. Box 939
Bowie, MD 20718-0939
FAX: 301-860-4163

Online Payment: _____
t t

NAME (or Business)			
ADDRESS			
CITY	STATE	ZIP	PHONE NUMBER
SIGNATURE		DATE	

Make checks payable to: Bowie State University Foundation

For more information, please contact the Office of Institutional Advancement: 301-860-4300.

Ad materials, including payment must be received by **Monday, March 16, 2020**. Please convert your CAMERA READY Artwork/Copy to a PDF format and email to LMalcolm@bowiestate.edu. A receipt will be mailed to you. The souvenir journal will be sized 8.5" by 11."



Benefit	Title Diamond Sponsor \$25K	Platinum Sponsor \$15K	Gold Sponsor \$10K	Silver Sponsor \$5K	Bronze Sponsor \$3K
Host and Speak at Sponsors Reception	x				
Logo/Signage @ Sponsors Reception	x				
Priority Table for 10	2	1	1	1	
Invitations to Sponsors Reception	20	10	6	4	2
Seats at President Breaux's Table	2				
Photo Opportunities With Honorees	x	x			
Video/Ad Shown During Program	x				
Speaking Opportunity	x				
Logo on Sponsor List	x	x	x		
Logo/URL on Website & Marketing Materials	x	x	x		
Name on Website, Marketing Materials & Sponsors List				x	x
Name on Website & Marketing Materials	x	x	x	x	x
Program Ad	Full Page	Full Page	Full Page	Half Page	
Reserved Table for 10					1
Name Listing in Program	x	x	x	x	x



Bowie State University

FOUNDATION

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of 1969



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University



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Government and
External Affairs
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United States Army



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Bowie, MD 20718-0939