



AAMU METRO ATLANTA ALUMNI CHAPTER



Scholarship Gala



SPONSORSHIP OPPORTUNITIES





Dear Bulldog Supporter,

The Alabama A&M University (AAMU) Metro Atlanta Alumni Chapter (MAAC) will be hosting its annual Scholarship Gala on May 31, 2025. Annually, we welcome alumni, friends, & community members for a beautiful evening of fellowship, networking, and entertainment for a purpose. This year's Scholarship Gala takes on a "Strengthening our future, Supporting their journeys" foundation, where attendees will enjoy an Awards Show style dinner party while seeing the benefits & recipients of their support first hand.

Our annual Scholarship Gala was established to provide scholarships & tuition assistance to deserving local students from the metro Atlanta area attending AAMU, who we believe are some of the most talented & intelligent leaders of tomorrow.

Our alumni take strong pride in the university's motto, "Service is Sovereignty", making commitments year after year to serve in multiple capacities, including time, finances, etc. We've seen significant growth over the last few years in our chapter membership, financial support, and ultimately the awarding of scholarships. Last year we were able to award \$53k via our 3 primary fundraising initiatives, one of which is this Scholarship Gala.

However, we still have opportunity areas to fill to ensure our vision & this year's gala meet its scholarship fundraising goals. Thus, we are requesting your support as a sponsor for the Scholarship Gala. The goal of this sponsorship is for businesses and/or individuals to partner with us in our efforts to support positive academic experiences for current & future students of AAMU. Your sponsorship will directly impact the amount of scholarships available to students via the Ernest J. Clements, Jr. Scholarship fund, with additional benefits for you.

On the next page, we've detailed the various sponsorship packages with hopes that one may fit your desired level of contribution. The deadline for sponsorships will be May 24, 2025, (1) week prior to the event.

If you would like to learn more about us, please contact us via the info below. Thank you in advance for your sponsorship consideration as we continue to provide financial assistance to the brilliant leaders of tomorrow.

Best Regards,

2025 Scholarship Gala Committee



AAMU METRO ATLANTA ALUMNI CHAPTER



WHY SUPPORT US?

Your partnership provides:



IMPACTFUL CAUSE

Your contributions will directly fund scholarships for deserving students attending AAMU from Metro Atlanta, helping them alleviate financial burdens on their journeys to achieving educational goals.



INVESTING IN THE FUTURE

Our students are some of the brightest and most talented in the world and we believe an investment in them is an investment in the future leaders of tomorrow.



BRAND VISIBILITY

Sponsorships come with a suite of brand marketing & visibility opportunities, varying based on chosen package. The wide range of opportunities will be showcased in front of our ~7k social media followers, 150+ event attendees, and ~20k annual website visitors.



TAX DEDUCTIBLE CONTRIBUTION

We are a registered 501(c)(3) non-profit organization. Your contributions are tax-deductible, which allows you to receive financial benefits while supporting our cause.



SPONSORSHIP PACKAGES



\$250

RED CARPET

- ★ 2 reserved seats
- ★ Premium seating in sponsor area
- ★ Name/Business on screens

\$500

BRONZE CURTAIN

Everything in Red Carpet plus:

- ★ 4 reserved seats
- ★ Name/Business on signs at event
- ★ Name/Business on tables
- ★ Product/Branding/Swag in guest take home bags

\$1,000

SILVER SCREEN

Everything in Bronze Curtain plus:

- ★ 1 table (8 seats)
- ★ Personalized signage for sponsor table
- ★ Sponsor recognition during event
- ★ Name/Business on Website
- ★ QR code on screen & table to drive traffic to your site of choice

\$2,500

GOLDEN SPOTLIGHT

Everything in Silver Screen plus:

- ★ 2 table (16 seats)
- ★ Signature spotlight during program (30 sec promotional opportunity for your business/personal brand)

\$5,000

DIAMOND HALL OF FAME

Everything in Golden Spotlight plus:

- ★ 3 tables (24 seats)
- ★ Title/Presenting name of event
- ★ Name/Logo on student scholarship award(s) as presenting sponsor
Commercial/Video played during event [or] Speaking opportunity during event



ADDRESSING OUR NEED:

300+ LOCAL FRESHMAN IN 2024 CLASS
 400+ EXPECTED IN 2025 CLASS
 \$40,000 AWARDED LAST YEAR
 90% STUDENTS NEED FINANCIAL AID



OUR MARKETING REACH:

ACCESS NETWORK OF 40K ALUMNI
 2,500+ LOCAL ALUMNI
 3K-5K AVERAGE SOCIAL MEDIA VIEWS
 200+ ANNUAL EVENT GUESTS



Sponsorship Registration

Contact Person's Name

Title

Company or Organization

Street Address

City, State, Zip Code

Email Address

Phone Number

Choose Sponsorship Package:

RED CARPET
\$250

BRONZE CURTAIN
\$500

SILVER SCREEN
\$1,000

GOLDEN SPOTLIGHT
\$2,500

DIAMOND HALL OF FAME
\$5,000

Are you an alumnus or alumna of AAMU? YES NO

Are you a member of AAMU Metro Atlanta Alumni Chapter?

YES NO

If yes, what class? _____

PAY BY MAIL:

Metro Atlanta Alumni Chapter
Attn: Scholarship Gala 2025
P.O. Box 91314
Atlanta, GA 30364-1314

PAY ONLINE:

www.aamuatl.org/Gala



The Alabama A&M University Metro Atlanta Alumni Chapter

SCHOLARSHIP GALA 2025

Strengthening our future, Supporting their journeys

MAY 31ST

6PM: Red Carpet Cocktail Hour
7PM: Show Program Begins

Ivy COMMUNITY
CENTER

3850 Stone Road SW
Atlanta, GA 30331



The Show:

Appearances from past & present Scholarship Recipients

DJ - Live Performances - Cocktail Red Carpet

Open Bar - Dinner - More Surprises

\$75 Early Bird || \$100 GA

ALL PROCEEDS SUPPORT SCHOLARSHIPS

