

BULLDOG DERBY

Scholarship Gala



Dear Potential Supporter,

The Metro Atlanta Alumni Chapter (MAAC) of the Alabama A&M University Alumni Association will be hosting its annual *Scholarship Gala* on April 27, 2024. Annually, we welcome alumni, friends, & community members for a beautiful evening of fellowship, networking, and entertainment for a purpose. This year's *Scholarship Gala* is titled "Bulldog Derby Scholarship Gala", taking on a Kentucky Derby theme.

Our annual *Scholarship Gala* was established to provide scholarships and tuition assistance to deserving local students from the metropolitan Atlanta area attending Alabama A&M University, who we believe are some of the most talented & intelligent leaders of the 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. As a direct reflection of this, we have seen significant growth over the last couple years in not only our chapter membership, but our scholarship gala participation & financial giving.

However, we still have opportunity areas to fill to ensure our vision and the event's purpose is brought to life. Thus, we are requesting your support as a sponsor for the *Scholarship Gala*. The goal of this sponsorship is for businesses or individuals to partner with us in our efforts to support positive academic experiences for current & future students of Alabama A&M University. Your sponsorship will directly impact our mission by increasing the number of scholarships available to students via the Ernest J. Clemonts, Jr. Scholarship fund, while also providing benefits for you and/or your business.

On the next page, we have detailed the various sponsorship packages that are available with hopes that one may fit your desired level of contribution to the *Scholarship Gala*. The deadline for sponsorships will be April 20, 2024, (1) week prior to the event. We have also included more detailed information about our event, scholarship fund, and organization.

If you have any questions/concerns or would like to learn more about the AAMU Metro Atlanta Alumni Chapter, please contact us using the information below.

Thank you in advance for your sponsorship consideration as we continue to provide financial assistance to the brilliant leaders of tomorrow.

In Service & Gratitude,

Brandon J. Gilmore

Committee Chair, Scholarship Gala
Vice President, AAMU MAAC



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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS & BENEFITS FOR YOU	GARLAND OF ROSES \$500	WINNERS CIRCLE \$1,000	CHAMPIONS HALL \$2,500	TRIPLE CROWN \$5,000
Logo/Name on Dinner Programs	✓	✓	✓	✓
Premium Seating Location	✓	✓	✓	✓
Branding/product/swag in guests' takeaway bags	✓	✓	✓	✓
Logo/Name on Guest Table Signage		✓	✓	✓
Branding included in event's marketing campaign			✓	✓
Full table reserved for your guests			✓	✓
2 individual posts on social media (Video/commercial)			✓	✓
Title/Presenting Sponsor				✓
	Plus (2) Seats/Tickets	Plus (4) Seats/Tickets	Plus (1) Full Table	Plus (1) Full Table



ADDRESSING OUR NEED:

- 300+ LOCAL FRESHMAN IN 2023 CLASS
- 400+ EXPECTED IN 2024 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



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Scholarship Gala



Sponsorship Registration

Contact Person's Name

Title

Company or Organization

Street Address

City, State, and Zip Code

Email Address

Phone Number

CHOOSE SPONSORSHIP PACKAGE:

- Garland of Roses \$500
 Winners Circle \$1,000
 Hall of Champions \$2,500
 Triple Crown \$5,000

Are you an alumnus/alumna of AAMU? Yes No

Are you a member of AAMU Metro Atlanta

If yes, what class? _____

Alumni Chapter? Yes No

PAY BY MAIL:

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

PAY ONLINE:

www.aamuatl.org/gala

For additional questions, reach out to:

Brandon Gilmore (205) 616-8621 or Russell Jackson (770) 653-1060

