



2022 Black Alumni Summit

October 19–22, 2022

The University of Louisville's Black Alumni Summit aims to provide opportunities for Black alumni to reconnect with old friends, meet new faces, recall memories, and build community. This year's events will take place October 19 – October 22, 2022 and include an alumni-student networking mixer, campus tours, alumni reunion social, homecoming tailgate, and much more. All programming is designed to welcome the university's Black alumni back to campus and to celebrate their ties to the University of Louisville. This year's event lineup strives to connect, engage, and inspire alumni, students, friends, and supporters. We expect to interact with more than 500 Black alumni throughout the events taking place during the summit.

It will be because of outpouring patronage from supporters like you that we can continue to provide support to Black alumni through programming and networking opportunities to increase engagement and outreach to Black alumni across the country. We hope your company/organization will serve as a sponsor as we celebrate and move forward in our vision of continued and expanded impact on the campus community and network of Black alumni.

Your sponsorship will provide excellent exposure of your commitment to diversity to the targeted audience. The generous support of organizations ensures a successful Black Alumni Summit that will help strengthen connections among alumni and foster lifelong relationships with the university that are vital for its growth and prosperity.

There are many benefits of sponsoring the 2022 Black Alumni Summit. These include:

- Exposure to an estimated 500+ registered attendees and others in town for the activities.
- Exposure to a student body of 23,000+, including approximately 3,000 African American students.
- Exposure to a population of 150,000+ Louisville Alumni, including approximately 9,000+ African American alumni.

Thank you for your consideration of this invitation to serve as a sponsor for the 2022 Black Alumni Summit. Please feel free to contact me with any questions regarding sponsorship opportunities or the 2022 Black Alumni Summit at nakia.strickland@louisville.edu.

Thank you,

Nakia T. Strickland '08, '12 | Associate Director, Diversity Engagement

Alumni Relations | University Advancement

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University Club & Alumni Center

nakia.strickland@louisville.edu



2022 Black Alumni Summit Title Sponsorship Opportunities

Exclusive Title Sponsor: \$20,000

- This sponsorship will showcase your company's brand as the Exclusive Title Sponsor of Black Alumni Summit 2022
- Sponsor will be presented as "your company name" presents Black Alumni Summit 2022
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Trustee's Level tier.

Alumni-Student Networking Mixer Title Sponsor: \$8,000

- Join alumni, students, and faculty at the Networking Mixer. This provides opportunities for UofL students/alumni to learn about potential careers in industry sectors, network with prospective employers, and submit resumes to prospective employers.
- The event will be presented as the "Black Alumni Summit Alumni-Student Mixer presented by "your company name"".
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Trustees' Level tier.

Campus Tours Title Sponsor: \$2,000

- Join alumni on a student-led tour of the University of Louisville's Belknap campus.
- The event will be presented as the "Black Alumni Summit Campus Tour presented by "your company name"".
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Red and Black Level tier

Cardinal Reunion Title Sponsor: \$10,000

- Join alumni at the Cardinal Reunion in which alumni will have the opportunity to network, connect and reconnect, as well as celebrate with fellow Cardinals.
- The event will be presented as the "The Cardinal Reunion presented by "your company name"".
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Trustees' Level tier.

Homecoming Tailgate Title Sponsor: \$12,500

- Join fellow Cardinals for the Black Alumni Summit Homecoming Tailgate. This even will be full of fellowship with former classmates, music, dancing, and Cardinal spirit.
- The event will be presented as the "Black Alumni Summit Tailgate presented by "your company name"".
- This level of sponsorship includes all benefits outlined in the sponsorship packet for the Trustees' Level tier.



2022 Black Alumni Summit Sponsorship Opportunities

Trustees' Level: \$7,500 (Limited to 4)

- Special reserved table at Cardinal Reunion
- Opportunity to leave company/organization promotional materials at each table at each event
- Email marketing exposure for company or organization
- Opportunity for company or organization representative to speak at events
- Verbal recognition and thanks at all events
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Most prominent logo acknowledgement on BAS event webpage with a link to sponsor's webpage
- Opportunity to have exhibitor table at Alumni-Student Networking Mixer for marketing materials

President's Level: \$5,000 (Unlimited)

- Opportunity to leave company/organization promotional materials at each table at each event
- Email marketing exposure for company or organization
- Opportunity for company or organization representative to speak at events
- Verbal recognition and thanks at all events
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Prominent logo acknowledgement on event webpage with a link to sponsor's webpage
- Opportunity to have exhibitor table at Alumni-Student Networking Mixer for marketing materials

Red and Black Level: \$2,500 (Unlimited)

- Verbal recognition and thanks at all events
- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Logo acknowledgement on event webpage with a link to sponsor's webpage
- Opportunity to have exhibitor table at Alumni-Student Networking Mixer for marketing materials

Cardinal Level: \$1,000 (Unlimited)

- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Logo acknowledgement on event webpage
- Opportunity to have exhibitor table at Alumni-Student Networking Mixer for marketing materials

Friend of the University Level: \$500.00 (Unlimited)

- Social media exposure for company (Twitter, Facebook, Instagram, etc.)
- Listing in sponsors section of event webpage

Supporter Level: \$250.00 (Unlimited)

- Listing in sponsors section of event webpage