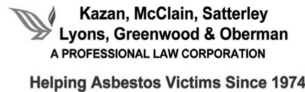




2014 CORPORATE SPONSORSHIP OPPORTUNITIES

## Corporate Sponsorship Opportunities

Join some of the nation's most respected brands by becoming a sponsor of Morehouse College Alumni Association.



### WHAT IS THE MCAA?

The Morehouse College Alumni Association is a nonprofit 501(c)3 organization that was founded in 1924 as the primary alumni organization for graduates of Morehouse College. The MCAA represents more than 16,000 alumni nationwide who have graduated from Morehouse College. In addition to a strong presence in Atlanta, our alumni are also represented in all parts of the country with strong presence in some of America's leading cities, including the Washington, D.C. area, New York, Los Angeles, Chicago, and Houston.

### WHERE ARE OUR ALUMNI?

Morehouse alumni are represented in every major metropolitan area. Approximately 45% of our graduates remain in the metro Atlanta area.

### WHO ARE OUR ALUMNI?

Morehouse alumni typically occupy some of the most prestigious positions within their respective fields. Some of our most notable alumni are Martin Luther King, Jr., Samuel Jackson, Spike Lee, Maynard Jackson.

### WHAT IS OUR BUYING POWER?

Locally, we have more than 5,000 alumni who occupy some of the most prestigious positions, from fortune 500 executives to leaders in local government. We are consistently among the highest wage earners among African-American men.

### WHAT BRANDS DO WE LIKE?

Morehouse Men, as we are called, prefer premium brands in all classes of products and retail services, including high-end luxury vehicles, tailored clothing, and casual and fine dining. On the service side we prefer companies that promote personalized customer service in the areas of insurance services, banking, financial planning, taxes, etc.

## **SOCIAL MISSION**

Morehouse Alumni are active in their communities, as well. Most recently, the national office began a nationwide partnership with the Boys & Girls Clubs of America to provide more male mentors.

## **300 SCHOLARSHIP FUND**

The Alumni Association operates an annual scholarship fund targeted towards graduating seniors. In the past three years, the Association has raised more than \$100,000 for this fund.

## **MOREHOUSE ALUMNI MENTORING PROGRAM**

As part of our partnership with the Boys & Girls Clubs of American – begun in the fall of 2013 – the Association piloted mentoring program here in Atlanta that will eventually be rolled out across the entire country.

## **COMMUNICATION**

- Electronic newsletter with 5,000 recipients nationwide ~ 3,000 in Metro Atlanta
- U.S. mailing list of 8,000 nationwide with 3,500 in Metro Atlanta
- Website
- Alumni blog with an average of 4,300 impressions
- Dedicated social media consultant who monitors and updates content weekly.
- Facebook page with 2,900 likes ~ Connected to Morehouse College and chapter Facebook pages for a combined reach of 25,000 alumni and friends
- Twitter page with 1,600 followers
- Related College and alumni websites boasting 22,000 followers

## **Annual Corporate Sponsorship Opportunities**

You don't have to wait for a particular event to be a Morehouse College Alumni Sponsor. You can become an Annual Sponsor, and support the Association all year round! There are two Annual Corporate Sponsorship Opportunities Available to keep your brand in the forefront of our audience the entire year.

### **ANNUAL TITLE SPONSOR (\$30,000)**

- Sponsor level listing and access to all annual events and communications
- Name/logo on tournament sign, literature and hole markers
- Recognition at awards ceremony
- Name on golf promotional item
- Hole recognition signage
- Display table at golf event
- Promotional item insert for gift bag
- Team photo
- One, four-player team
- Company name listed on signage at event registration table
- Program acknowledgement
- Prominent banner placement outside of the reception
- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement inside the reception

### **ANNUAL PLATINUM SPONSOR (\$15,000)**

- Sponsor level listing and access to all annual events and communications
- Name/logo on tournament sign, literature and hole markers
- Recognition at awards ceremony
- Name on golf promotional item
- Hole recognition signage
- Display table at golf event
- Promotional item insert for gift bag
- Team photo
- One, four-player team
- Company name listed on signage at event registration table
- Program acknowledgement
- Prominent banner placement outside of the reception
- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement inside the reception

# 2014 Homecoming

## Corporate Sponsorship Opportunities

October 17th and 18th will be a fun-filled weekend benefitting the students of Morehouse College who are committed to their education but are in need of financial assistance. Currently, we are soliciting sponsorships to support the "Morehouse 300" Scholarship Fund. Establish an "affinity" relationship that associates your brand with one of the greatest institutions of higher education, respected across the country. Become a 2014 Morehouse College Homecoming Sponsor!

### TITLE SPONSOR (\$10,000)

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

#### Golf Tournament

- Name/logo on tournament sign, literature and hole markers
- Recognition at awards ceremony
- Name on golf promotional item
- Hole recognition signage
- Display table at golf event
- Promotional item insert for promotional gift bag
- Team photo
- Four separate four-player teams
- Company name listed on signage at event registration table

#### Alumni Action Luncheon

- Program acknowledgement
- Prominent banner placement outside of the Alumni Action Luncheon

#### New Orleans Jazz Brunch

- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Prominent banner placement outside of the Jazz Brunch tent
- Signage placement in the Jazz Brunch

#### Homecoming Tailgate

- Prominent banner placement outside of the alumni tailgate experience (exposure to nearly 20,000 people)

#### Homecoming Party 2014

- Logo on *Step and Repeat*
- Company name and description announced from the podium (150 words max.)
- Four complimentary attendance vouchers admitting two people each

#### Maroon 100 Business Club

- Advertisement on electronic communications with company link
- Link from ad on the Alumni Association website for four months

#### Print

- Banner placement in monthly e-newsletter (distributed to 4,000 - 5,000 alumni)

#### Web/Media

- Prominent logo placement on the national alumni website
- Mentioned during PSA, on-air interviews and all print media as the "official sponsor"
- Banner placement during registration and the Alumni Open House
- Special recognition on alumni website and e-newsletter
- Facebook/Twitter mentions and ad promotions leading up to festival
- Mentions in Homecoming-related press releases

### PLATINUM SPONSOR (\$5,000)

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

#### Golf Tournament

- Recognition at awards ceremony
- Name on golf promotional item
- Hole recognition signage
- Display table at golf event
- Promotional item insert for promotional gift bag
- Team photo
- Three separate four-player teams
- Company name listed on signage at event registration table

#### New Orleans Jazz Brunch

- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement in the Jazz Brunch

#### Homecoming Party 2014

- Logo on Step and Repeat
- Six complimentary tickets

#### Web/Media

- Banner placement during registration and the Alumni Open House
- Special recognition on alumni website and e-newsletter
- Facebook/Twitter mentions and ad promotions leading up to festival

## **MAROON SPONSOR (\$2,500)**

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

### **Golf Tournament**

- Recognition at awards ceremony
- Name on golf promotional item
- Hole recognition signage
- Display table at golf event
- Promotional item insert for promotional gift bag
- Team photo
- Two separate four-player teams
- Company name listed on signage at event registration table

### **Alumni Action Luncheon**

- Program acknowledgement
- Prominent banner placement outside of the Alumni Action Luncheon

### **New Orleans Jazz Brunch**

- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement in the Jazz Brunch

### **Homecoming Party 2014**

- Logo on Step and Repeat
- Four complimentary tickets

### **Web/Media**

- Special recognition on alumni website and e-newsletter
- Facebook/Twitter mentions and ad promotions leading up to festival

## **GOLD SPONSOR (\$1,000)**

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

### **Golf Tournament**

- Recognition at awards ceremony
- Hole recognition signage
- Promotional item insert for promotional gift bag
- Team photo
- One four-player team

### **Alumni Action Luncheon**

- Program acknowledgement
- Prominent banner placement outside of the Alumni Action Luncheon

### **New Orleans Jazz Brunch**

- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement in the Jazz Brunch

### **Homecoming Party 2013**

- Two complimentary tickets

### **Web/Media**

- Special recognition on alumni website and e-newsletter

## **SILVER SPONSOR (\$750)**

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

### **Golf Tournament**

- Recognition at awards ceremony
- Promotional item insert for promotional gift bag

### **Alumni Action Luncheon**

- Program acknowledgement
- Prominent banner placement outside of the Alumni Action Luncheon

### **New Orleans Jazz Brunch**

- Program acknowledgement
- Opportunity to distribute marketing collateral to all guests
- Signage placement in the Jazz Brunch

### **Web/Media**

- Special recognition on alumni website and e-newsletter

## **MAROON 100 BUSINESS SPONSOR (\$500)**

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

### **Golf Tournament**

- Recognition at awards ceremony

### **Alumni Action Luncheon**

- Program acknowledgement
- Prominent banner placement outside of the Alumni Action Luncheon

### **New Orleans Jazz Brunch -OR- Homecoming Party**

(sponsor chooses preferred event)

- Program acknowledgement
- Signage placement in the Jazz Brunch
- Four complimentary tickets

### **Maroon 100 Business Club**

- Advertisement on electronic communications with company link
- Link from ad on the Alumni Association website for four months

### **Web/Media**

- Special recognition on alumni website and e-newsletter

## **MYSTIQUE SPONSOR (\$300)**

- Exposure to approximately 20,000 people at the Homecoming game and tailgating.

### **Golf Tournament**

- Recognition at awards ceremony

### **Alumni Action Luncheon**

- Program acknowledgement

### **New Orleans Jazz Brunch**

- Program acknowledgement
- Signage placement in the Jazz Brunch
- Four complimentary tickets

### **Web/Media**

- Special recognition on alumni website and e-newsletter

CUSTOMIZED SPONSORSHIPS AVAILABLE UPON REQUEST.

# Event Schedule

## Annual Programming and Events (Metro Atlanta)

### Atlanta Alumni Chapter Meetings

Every month the Atlanta chapter convenes a meeting of its general body for food and fellowship, while we discuss the current events at our alma mater. These meetings boast a robust attendance and engaged alumni.

### Morehouse Alumni Business Club ~ Bi monthly ~ Commerce Club

- Attendance: 30+
- Impressions: 500+

Every two months, this select group of alumni meets to discuss issues regarding our alma mater as well as other business issues regarding the city of Atlanta. Prominent speakers attend to share their insight.

### Honoring Our Fathers ~ Father's Day Breakfast

- Attendance: 250+
- Impressions: 700+

Co-sponsored with the Atlanta Alumni Chapter, this event celebrates fathers and fatherhood. This breakfast takes place at the Commerce Club and is sold out every year. It is a beautiful representation of families and fathers.

### Morehouse Health Professionals Alumni Group

- Attendance: 150 -200
- Impressions: 800+

This group of Morehouse alumni includes some of the nation's top health professionals, including doctors, dentists, and health administrators. The group conducts quarterly programming for health professional alumni and students. In addition to the quarterly programming, they conduct two large events for their membership. One is the Homecoming Breakfast and the other is the Graduation Brunch.

### Morehouse Athletic Alumni

This group of alumni keeps members engaged by offering opportunities for fellowship at Morehouse athletic events. During football season, this group operates a luxury RV that accommodates 20+ people. It's a great opportunity to entertain guests.

## GRADUATION WEEKEND EVENT SCHEDULE

### MAY 2015

#### Graduation Golf Challenge

- Attendance: 50
- Impressions: 800+

A smaller version of our Homecoming Golf Tournament, but no less impactful. This challenge is also held at some of the most pristine courses in Atlanta.

#### Rites of Passage Ceremony Reception

- Attendance: Students, 600
- Impressions: 1,500

Each year during graduation week, alumni, students, parents, faculty, and staff gather to challenge our students as they begin to complete their college years. This event is a great opportunity to engage young adults and alumni as they enter the workforce.

## 2014 HOMECOMING ACTIVITIES

### FRIDAY, OCTOBER 17

#### Homecoming Golf Tournament

- Attendance: 100
- Impressions: 400

The Alumni Golf Tournament is a chance to interact with alumni while playing on some of the best courses in Atlanta. The Golf Tournament is generally held on Canongate courses. Tee-off time will be 10:00 a.m. and will include a shotgun start.

### SATURDAY, OCTOBER 18

#### Homecoming Parade Viewing Breakfast - CollegeTown at West End\*

- Attendance: 100
- Impressions: 300

Join us as we watch the parade and prepare for our New Orleans Jazz Brunch. Enjoy a light continental breakfast, and enjoy the parade.

#### New Orleans Jazz Brunch - College Town at West End, across from the Ray Charles Performing Arts Center

- Attendance: 250
- Impressions: 500

This is the most popular event among our veteran Homecoming attendees. Come enjoy great food and great music in a relaxed environment.

#### Morehouse Alumni Experience Homecoming Tailgate - Tailgate area

- Attendance: 2000
- Impressions: 5,000

Come out and join the party as the Association, along with the Atlanta chapter, sponsors a one-of-a-kind alumni experience. Not for the faint of heart, this event is for the serious tailgaters and partygoers. Join us as we create the biggest alumni tailgate tent ever. We will have food, drink, beverage sponsors, chair massages, dance floors, DJs, flat-screen televisions, PlayStation® tournaments, and anything else we can fit under the largest Morehouse College Alumni Tailgate Tent ever. This will be a time to remember!

#### The Party with a Purpose - Historic Academy of Medicine, 875 West Peachtree St. NW

- Attendance: 600
- Impressions: 5,000

This is our most innovative event to date. Reminiscent of the grand soirees of years past, we will take over the Historic Academy of Medicine. There will be live entertainment, dancing, great food, and amazing networking opportunities, too. This is a must-attend event that just gets bigger and better each year!

		Silent Auction & In-Kind Donor	Tiger \$200	Mystique \$300	Morehouse 100 \$500	Silver \$750	Gold \$1,000	Maroon \$2,500	Platinum \$5,000	Title \$10,000	Annual Platinum \$15,000	Annual Title \$30,000
<b>ALL Events and Communications</b>	<ul style="list-style-type: none"> <li>Sponsor level listing and access to all annual events and communications</li> </ul>											•
<b>Graduation Golf Challenge</b>	<ul style="list-style-type: none"> <li>Name/logo on tournament sign, literature and hole markers</li> <li>Recognition at awards ceremony</li> <li>Name on golf promotional item</li> <li>Hole recognition signage</li> <li>Display table at golf event</li> <li>Promotional item insert for gift bag</li> <li>Team photo</li> <li>One, Four-player team</li> <li>Company name listed on signage at event registration table</li> </ul>										•	•
<b>Rites of Passage Reception</b>	<ul style="list-style-type: none"> <li>Program acknowledgement</li> <li>Prominent banner placement outside of the reception</li> </ul>										•	•
<b>Graduation Alumni Business Reception</b>	<ul style="list-style-type: none"> <li>Program acknowledgement</li> <li>Opportunity to distribute marketing collateral to all guests</li> <li>Prominent Banner Placement outside of the reception</li> <li>Signage placement inside the reception</li> </ul>										•	•
<b>Homecoming Golf Tournament</b>	<ul style="list-style-type: none"> <li>Name/Logo on tournament sign, literature and hole markers</li> <li>Recognition at awards ceremony</li> <li>Name on golf promotional item</li> <li>Hole recognition signage</li> <li>Display table at golf event</li> <li>Promotional item insert for promotional gift bag</li> <li>Team Photo</li> <li>One four-player team</li> <li>Company name listed on signage at event registration table</li> </ul>			•	•	•	•	•	•	•	•	•
<b>Homecoming New Orleans Jazz Branch</b>	<ul style="list-style-type: none"> <li>Program acknowledgement</li> <li>Opportunity to distribute marketing collateral to all guests</li> <li>Prominent banner placement outside of the Jazz Branch tent</li> <li>Four complimentary tickets</li> <li>Signage placement in the Jazz Branch</li> </ul>		•	•	•	•	•	•	•	•	•	•
<b>Homecoming Tailgate</b>	<ul style="list-style-type: none"> <li>Prominent banner placement outside of the Alumni Tailgate Experience (exposure to nearly 20,000 people)</li> </ul>									•	•	•
<b>Homecoming Soiree / Reception</b>	<ul style="list-style-type: none"> <li>Logo on Step and Repeat</li> <li>Company name and description announced from the podium (150 words max.)</li> <li>Complimentary attendance for two</li> </ul>						•	•	•	•	•	•
<b>Homecoming Maroon 100 Business Club</b>	<ul style="list-style-type: none"> <li>Advertisement on electronic communications with company link</li> <li>Link from ad on the Alumni Association website for four months</li> <li>Business card ad in the "Maroon 100 Business Club" section of four alumni publications</li> </ul>			•	•	•	•	•	•	•	•	•
<b>Print</b>	<ul style="list-style-type: none"> <li>Banner placement in monthly e-newsletter (4,000 - 5,000 alumni)</li> </ul>									•	•	•
<b>Homecoming Web / Media</b>	<ul style="list-style-type: none"> <li>Prominent logo placement on the national alumni website</li> <li>Mentioned during PSA, on-air interviews and all print media as the "official sponsor"</li> <li>Banner placement during registration and the Alumni Open House</li> <li>Special recognition on alumni website and e-newsletter</li> <li>Facebook/Twitter mentions and ad promotions leading up to festival</li> <li>Mentions in Homecoming related press releases</li> </ul>									•	•	•

\* Sponsor can choose to have these same benefits at either the New Orleans Jazz Branch -OR- the Homecoming Party with a Purpose.

# Sponsorship Levels

\_\_\_\_\_ **Platinum Sponsor - \$15,000**

\_\_\_\_\_ Homecoming Title Sponsor - \$10,000

\_\_\_\_\_ Platinum Sponsor - \$5,000

\_\_\_\_\_ Maroon Sponsor - \$2,500

\_\_\_\_\_ Gold Sponsor - \$1,000

\_\_\_\_\_ **Title Sponsor - \$30,000**

\_\_\_\_\_ Silver Sponsor - \$750

\_\_\_\_\_ Maroon 100 Business Sponsor - \$500

\_\_\_\_\_ Mystique Sponsor - \$300

\_\_\_\_\_ Tiger Sponsor - \$200

Silent Auction Donation: \_\_\_\_\_

Company or Name (as it should appear on all listings) \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

\_\_\_\_\_ Enclosed is our check for \$ \_\_\_\_\_

\_\_\_\_\_ Please invoice me

\_\_\_\_\_ Please charge \$ \_\_\_\_\_ to our credit card:

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_



## Please complete this form and mail or email it to:

MCAA      Morehouse College Alumni Association  
P.O. Box 93  
830 Westview Drive, SW  
Atlanta, GA 30314

If you have any questions, please contact Shelby Jackson, 404.215.2657  
shelby.jackson@morehousecollegealumni.com