



young **ALUMNI** COUNCIL



WSSU



SPONSORSHIPS



WINSTON-SALEM
STATE UNIVERSITY

Foundation



Dear Alumni and Friends of Winston-Salem State University:

Hello! On behalf of the WSSU Young Alumni Council, I am writing to cordially invite you to join us for the WSSU Forty Under 40 Awards in Winston-Salem, NC, on Sunday, September 26, 2021. Location TBD due to COVID 19.

The WSSU Forty Under 40 Awards is not only an opportunity for us to honor young alumni professionals who are making positive changes throughout the world; this event is also a fundraiser to support student scholarships. Our goal is to raise \$50,000 to support deserving students. We hope that you will help us to reach our goal by considering a sponsorship.

Your support of this biennial event will help us to generate scholarship resources for the most academically talented, yet financially disadvantaged students in our community. Our sponsorship levels range from \$500 to \$10,000. A sponsorship packet is enclosed for your review. Your donation will be recognized during our event in several ways. Your company's name will receive a wide number of impressions in all of our printed and digital event materials (including social media), and during announcements several times before, during, and after the event.

We hope that we can count on you to support this important cause! We will contact you in a few days to confirm receipt of your packet. Please feel free to contact me, with your comments or questions at 336-750-3159 or by email at: afolayanld@wssu.edu.

Thank you in advance for your consideration of this request. We look forward to seeing you on April 10, 2021!

Best Wishes,

A handwritten signature in black ink that reads "LaTanya A. Afolayan".

LaTanya Afolayan, Ed.D.
Vice Chancellor for University Advancement and
Executive Director of the Winston-Salem State University Foundation



Sponsorship Levels

TITLE SPONSOR - \$10,000

- *Title Sponsor* reference in all press releases and promotional materials
- Event naming rights
- Name reference in all press releases and promotional materials
- Logo placement on promotional materials, signage and on-table signage
- Outside cover advertisement placement in souvenir booklet
- Opportunity to speak on stage to an audience of more than 500 attendees
- Opportunity to include an item in the participant giveaway bag
- 10 reserved seats at the banquet (full table)

RAMS SPONSOR - \$5,000

- *Ram Sponsor* reference in all press releases and promotional materials
- Logo representation in promotional materials, signage and on-table signage
- One-page ad in the souvenir booklet
- Opportunity to include an item in the participant giveaway bag
- 10 reserved seats at the banquet (full table)
- Extended rights to retain *Rams* sponsorship for next year

RED SPONSOR - \$2,500

- *Red Sponsor* reference in all promotional materials
- Half-page ad in the souvenir booklet
- Opportunity to include an item in the participant giveaway bag
- Logo placement on signage
- 6 reserved seats at the banquet
- Extended rights to retain *Red* sponsorship for next year

WHITE SPONSOR - \$1,000

- *White Sponsor* recognition at the banquet
- Mention and listing during awards presentation
- Listing in the souvenir booklet
- 4 Reserved seats at the banquet
- Extended rights to retain *White* sponsorship for next year
- 4 Reserved seats at the banquet

PATRON SPONSOR - \$500

- Patron sponsor listing in souvenir booklet
- 2 reserved seats at banquet



WINSTON-SALEM
STATE UNIVERSITY

Foundation



Sponsorship Form

WINSTON-SALEM STATE UNIVERSITY FOUNDATION, INC.

This agreement is made between Winston-Salem State University Foundation, Inc. (herein after referred to as "Winston-Salem State University Foundation, Inc.") and

NAME OF COMPANY, GROUP OR ORGANIZATION:

(Here after referred to as "Sponsor")

- A. Winston-Salem State University Foundation, Inc. desires to obtain sponsorship to support its Young Alumni Council - Forty Under 40 Awards Gala;
- B. Sponsor desires to support Winston-Salem State University Foundation, Inc.;
- 1. Sponsor shall provide Winston-Salem State University Foundation, Inc. with the following consideration as indicated below:

SPONSORSHIP LEVELS (please indicate level)

Title Sponsor (\$10,000)

RAMS Sponsor (\$5,000)

Red Sponsor (\$2,500)

White Sponsor (\$1,000)

Patron Sponsor (\$500)

- 2. Winston-Salem State University Foundation, Inc. shall provide the Sponsor the package as indicated on the sponsorship levels page.

C. TERMS

In consideration of the foregoing, and for good and valuable consideration, the parties mutually agree as follows;

- a) This agreement shall commence on _____, 2020 and end at the fulfillment of the foregoing terms.

- D. IDEMNIFY/HOLD HARMLESS - Sponsor shall indemnify and hold harmless Winston-Salem State University Foundation, Inc and its Governing Board, Officers, agents, and employees from any and all loss, damage or liability that may be incurred by Winston- Salem State University, its officers, agents or employees, caused by or arising from this agreement.



E. CANCELLATION AND ASSIGNMENT

This agreement may be canceled by Winston-Salem State University Foundation, Inc. should Sponsor default on performance. Sponsor may not assign its rights to others without the express written consent of University.

F. GOVERNING LAW

The laws of the state of North Carolina shall govern this agreement.

G. Pursuant to Code 170(f)(8) of the Internal Revenue Service, the portion of your payment that is deductible for federal income tax purposes as a charitable contribution is limited to the amount your contribution exceeds the estimated fair market value of the sponsorship package.

H. The agent signing this agreement on behalf of sponsor warrants that said agent has authority to sign on behalf of sponsor and to bind sponsor to this agreement.

Name of Sponsor:

Agent Name and Title for Sponsor:

Street Address

State

Zip

Telephone

Email

Signature of Agent

Date



WINSTON-SALEM
STATE UNIVERSITY

Foundation



Executive Director, Winston-Salem State University Foundation, Inc.

Date

If you have a logo that you would like to use on promotional materials, please e-mail a .jpeg (at least 360 dpi) of the logo to snipesc@wssu.edu.

Completed registration form and check can be mailed to:

Winston-Salem State University

Forty Under 40 Awards

c/o Catherine Snipes

Office of Alumni Engagement

S.G. Atkins House

Winston-Salem, NC 27110

snipesc@wssu.edu

336-750-3491



WINSTON-SALEM
STATE UNIVERSITY

Foundation

Date