



30th ANNIVERSARY
AWARDS GALA

DEVELOPING MINDS... DELIVERING DREAMS

THURGOOD MARSHALL COLLEGE FUND

2017 PARTNERSHIP
OPPORTUNITIES

WASHINGTON MARRIOTT WARDMAN PARK | WASHINGTON, DC | OCTOBER 23, 2017



WELCOME MESSAGE

Dear Friend,

Thank you for your interest in being a partner for our 30th Anniversary Awards Gala. For 30 years, TCMF has been working as one of the leading advocates for nearly 300,000 students leaders attending one of our 47 *publicly-supported* Historically Black Colleges & Universities (HBCUs) across the country. I often say, “Where there is no money there is no mission.”

TCMF has had many successes over the years and we are very proud of our hard work and progress, but we’re not done yet! We are continuing to support students at HBCUs, and focusing more on critical areas impacting the HBCU community such as K-12 programs and teacher quality and retention. Without a strong K-12 pipeline, HBCUs will not have the quality of student needed to maintain our legacy and ensure ongoing relevance.

My team and I are dedicated to this work everyday, but we know that none of it would be possible without the unwavering support of a network of committed sponsors who make all that we dream a reality – people like you. Your generous investments each year not only drive the success of TCMF, but the success and dreams of the students we serve as well.



Our Awards Gala has been recognized as the largest, non-political fundraising dinner in Washington, DC and each year the event demonstrates the collective strength of our partners’ support of and belief in the HBCU community. The event has grown ten times larger than when it started 30 years ago, now attended by over 1500 of the best and brightest HBCU students and alumni, Members of Congress and other elected officials, Fortune 500 company leadership and supporters, as well as key partners across the HBCU and higher education communities.

Partnerships provide the opportunity for corporations and individuals to show support for the very important mission of TCMF, but also position their brand in front of a large group of influential professionals in Washington, DC and from across the country. Our partners, depending on the level of commitment, receive special mention/ placement on the Gala website, printed program inclusion, an online journal ad, and signage, in addition to attendance at the Gala and VIP Reception.

Again, thank you for your interest in partnering with us. I am personally looking forward to seeing you in Washington, DC on October 23rd to help us celebrate our 30th Anniversary.

Sincerely,

A handwritten signature in blue ink, appearing to read "J.C. Taylor, Jr.", written in a cursive style.

Johnny C. Taylor, Jr.
President & CEO

ABOUT THE GALA

Event Overview

The 30th Anniversary Awards Gala, themed “Developing Minds... Delivering Dreams”, celebrates the achievements of the country’s foremost visionaries who have a positive impact on education and the lives of students and *publicly-supported* Historically Black Colleges and Universities (HBCUs). Proceeds from the event drive the success of TMCF, of our member-schools, and the dreams of the students we collectively serve.

Audience

Approximately 1,500 attendees include:

- 400 *publicly-supported* HBCU students
- 1,100 guests (government and corporate leaders, HBCU leaders, community members, celebrities, and HBCU alumni)

Notable Past Honorees

Jack Dorsey, CEO, Square/Twitter; **Tom Vilsack**, Former Secretary, U.S. Department of Agriculture; **Benjamin F. Wilson**, Managing Principal Beveridge & Diamond, P.C.; **John O. Brennan**, Director, Central Intelligence Agency; **Samuel R. Allen**, Chairman and CEO, Deere & Company; **Thomas A. Cole**, Partner, Sidley Austin LLP; **Ban Ki-moon**, Secretary-General, United Nations; **Admiral Michelle Howard**, Vice Chief of Naval Operations, U.S. Navy; **Jim Clifton**, CEO, Gallup; **Tom Long**, CEO, Miller Brewing Company; **Michael E. Szymanczyk**, President & CEO, Philip Morris USA, Inc.; **Carly S. Fiorina**, Former Chairman & CEO, Hewlett-Packard Company; **Rollin L. Ford**, Chief Administrative Officer, Walmart Stores, Inc.; **Ted Turner**, Vice Chairman, Time Warner Inc.; **Sheila C. Johnson**, Co-Founder of BET and CEO of Salamander Resorts; **Janice Bryant Howroyd**, Chairman & Chief Executive Officer, The Act 1 Group; Johnson and Johnson; **Daymond John**, Founder & CEO, FUBU and Co-star of Shark Tank; **Russell Simmons**, Chairman, Rush Communications; **Janet Jackson**, Award-winning Recording Artist & Actress; and **Mary J. Blige**, Award-winning Recording Artist & Actress.

Past Hosts, Presenters & Performers

LL COOL J, Wendy Williams, Juan Williams, Andra Day, Peabo Bryson, V. Bozeman, Malik Yoba, Congresswoman Alma Adams, Congressman Bruce Westerman, Jennifer Holliday, Cuba Gooding, Jr., George Lopez, Regina Belle, Trey Songz, Tobias Truvillion, Blair Underwood, Pastor Shirley Caesar, Marsha Ambrosius, Jon B, Anika Noni Rose, Omarosa Manigault, Patti Labelle, Danny Glover, Marlon Jackson, Terrence Howard, Angela Basset, Diahann Carroll, Swin Cash, Lamman Rucker and Lynn Whitfield.

Past Gala Chairs

Jim Clifton, CEO, GALLUP; **John Lundgren**, President & CEO, Stanley Black & Decker; **John Esposito**, Former President & CEO, Bacardi USA, Inc.; **Carl C. Dalstrom**, Former President & Chief Executive Officer, USA Funds; **Ronald Meyer**, Former President & CEO, Universal Studios; **Bob Johnson**, Founder, Black Entertainment Television (BET); **Thomas McInerney**, Former CEO, ING Americas; and **Earl G. Graves, Sr.**, Founder & Publisher, BLACK ENTERPRISE Magazine.

PARTNERSHIP OPPORTUNITIES

Platinum Partner \$100,000

Benefits Include:

- Company listed as a Platinum Partner on the 30th Anniversary Awards Gala website
- Three (3) premier section tables and seating for up to thirty (30) guests
- VIP reception access (30 guests)
- Gold online journal ad
- Event night branding rights: name and/or logo to appear on screen during the event and select event signage
- Official acknowledgement as a partner from the podium
- Option to select a high-level executive to co-present an award
- Media exposure (including social media, print and radio when available)
- Red carpet photo opportunities for four (4) company executives

Gold Partner \$75,000

Benefits Include:

- Company listed as a Gold Partner on the 30th Anniversary Awards Gala website
- Two (2) prominent tables and seating for up to twenty (20) guests
- VIP reception access (20 guests)
- Silver online journal ad
- Event night branding rights: name and/or logo to appear on screen during the event and select event signage
- Official acknowledgement as a partner from the podium
- Media exposure (including social media, print and radio when available)
- Red carpet photo opportunities for two (2) company executives

Silver Partner \$25,000

Benefits Include:

- Company listed as a Silver Partner on the 30th Anniversary Awards Gala website
- One (1) prominent table and seating for up to ten (10) guests
- VIP reception access (10 guests)
- Bronze online journal ad
- Event night branding rights: name and/or logo to appear on select collateral materials

Entertainment Partner \$50,000

Benefits Include:

- Company name and logo listed as the presenting entertainment partner on the 30th Anniversary Awards Gala website, all promotional materials and other select digital media
- Two (2) prominent tables and seating for up to twenty (20) guests
- VIP reception access (10 guests)
- Silver online journal ad
- Event night branding rights: name and/or logo to appear on screen during the performance and select event signage
- Official acknowledgement as the entertainment partner from the podium
- Media exposure (including social media, print and radio when available)
- Red carpet photo opportunity for one company executive with performer(s)

VIP Reception Partner \$50,000

Benefits Include:

- Company listed as the VIP Reception Partner on the 30th Anniversary Awards Gala website
- Two (2) prominent tables and seating for up to twenty (20) guests
- VIP reception access (10 guests)
- Silver online journal ad
- Event night branding rights in reception room (provided by partner)
- Custom step and repeat banner with partner logo and stand for photo opportunities
- VIP giveaway items (provided by partner)

Student After Party Partner \$50,000

Benefits Include:

- Company listed as the Student After Party Partner on the 30th Anniversary Awards Gala website
- Two (2) prominent tables and seating for up to twenty (20) guests
- VIP reception access (10 guests)
- Silver online journal ad
- Event night branding rights in after party room (provided by partner)
- Custom step and repeat banner with partner logo and stand for student photo opportunities
- Student giveaway items (provided by partner)

If you are interested in becoming a partner for the Anniversary Awards Gala, please contact:

Angela N. Mauldin

Director, Revenue

713.574.4923

angela.mauldin@tmcf.org

TABLES, SEATS AND ADS

TABLE & SEAT COSTS

Premium Table \$20,000

- Premier table placement and seating for up to ten (10) guests
- Company name, logo and link to company website on the 30th Anniversary Awards Gala website
- VIP reception access (5 guests)
- Two (2) Complimentary bottles of Moët champagne
- Gold journal ad in the online journal

Individual Premium Seat: \$1,500.00

Gala Table \$10,000

- Prominent table placement and seating for up to ten (10) guests
- Company name, logo and link to company website on the 30th Anniversary Awards Gala website
- Silver journal ad in the online journal

Individual Gala Seat: \$1,000.00

Scholars Table* \$10,000

- Table and seating for up to ten (10) student scholars
- Company name and logo on the 30th Anniversary Awards Gala website
- Silver journal ad in the online journal

*Scholars tables are for companies/agencies who cannot attend the Gala but would like to support the event by covering the cost of a table for students who attended the Leadership Institute.

Friend of TMCF Table* \$5,000

- Table and seating for up to ten (10) guests
- Company name and logo on the 30th Anniversary Awards Gala website
- Bronze journal ad in the online journal

Friend of TMCF Seat*: \$500.00

*Discounted pricing is for colleges/universities, non-profits and religious organizations only – not for corporations or government agencies.

ONLINE ADVERTISEMENT OPPORTUNITIES

Gold Journal Ad \$2,500

- Custom 6 x 4 online color ad with a gold border linking to company website
- Company name included in the 2017 TMCF Annual Report
- Ad shown on screens in major rotation during event

Silver Journal Ad \$2,000

- Custom 6 x 4 online color ad with a silver border linking to company website
- Ad shown on screens during event

Bronze Journal Ad \$1,500

- Custom 6 x 4 online color ad with a bronze border linking to company website
- Ad shown on screens during event

Green Journal Ad \$1,000

- Custom 6 x 4 online color ad with a green border linking to company website
- Ad shown on screens during event

NOTE: For more information about ads, please email marketing@tmcf.org.

Contact:

Angela N. Mauldin
Director, Revenue
713.574.4923
angela.mauldin@tmcf.org

PAYMENT OPTIONS

(Submit by October 6, 2017)

NAME: _____

JOB TITLE: _____ COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

TABLES

Premier Table

\$20,000 each _____ qty.

Gala Table

\$10,000 each _____ qty.

Scholars Table+

\$10,000 each _____ qty.

Friend of TMCF Table*

\$ 5,000 each _____ qty.

ADVERTISEMENTS

Gold

\$2,500

Bronze

\$1,500

Silver

\$2,000

Green

\$1,000

INDIVIDUAL SEATING

Premier Seat

\$1,500 each _____ qty.

Gala Seat

\$1,000 each _____ qty.

Friend of TMCF Seat*

\$ 500 each _____ qty.

*Scholars tables are for companies/agencies who cannot attend the Gala but would like to support the event by covering the cost of a table for students who attended the Leadership Institute.

*Discounted pricing is for colleges/universities, non-profits and religious organizations - not for corporations or government agencies.

Enclosed is my check in the amount of \$ _____ (Please make checks payable to the **Thurgood Marshall College Fund**.)

ACH/Electronic Payment: (Please email nias.white@tmcf.org)

Support A Scholar: I regret that I am unable to attend and wish to make a tax-deductible donation in the amount of \$ _____.

NOTE: If you want to pay using a credit card, visit: tmcf.org/gala

The Thurgood Marshall College Fund is a 501(c)3 non-profit organization.
Contributions are fully tax deductible to the fullest extent of the law.

Mail checks to:

901 F Street, NW | Suit 300 | Washington DC 2004

tmcf.org/gala | EIN: 41-1750692

PAST GALA PARTNERS



ABOUT TCMF



Established in 1987, the Thurgood Marshall College Fund (TMCF) is the nation's largest organization exclusively representing the Black College Community. TMCF member-schools include the *publicly-supported* Historically Black Colleges and Universities and Predominantly Black Institutions, enrolling nearly 80% of all students attending black colleges and universities. Through scholarships, capacity building and research initiatives, innovative programs and strategic partnerships, TMCF is a vital resource in the PK-12 and higher education space. The organization is also the source of top employers seeking top talent for competitive internships and good jobs.

TMCF is a 501(c)(3) tax-exempt, charitable organization. For more information about TMCF, visit: www.tmc.org.



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For more information, email: ericka.brownlee@tmcf.org
or call 202.507.4858.

PRESENTED BY



17th ANNUAL LEADERSHIP INSTITUTE

#LI2017

October 20-24, 2017





WE NEED YOUR SUPPORT

Together We Can
Change the World... One Leader at a Time

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