



DELAWARE STATE  
UNIVERSITY  
FOUNDATION, INC.



DELAWARE STATE UNIVERSITY

# 130<sup>th</sup>

ANNIVERSARY  
1891-2021

GIVING LEVELS AND  
SPONSORSHIP PACKAGES





## SPONSORSHIP OPPORTUNITIES

### PRESIDENT SPONSOR: \$1.3 MILLION

Promotion as a Presenting Sponsor for the 130<sup>th</sup> Anniversary Celebration leading up to and on May 15; includes **20** VIP admissions and branding opportunities

Promotion as a Premier Sponsor for the 2021 HBCU Philanthropy Symposium leading up to and during the event in July; includes a speaking or panelist role during one of the sessions and branding opportunities

Promotion as a Premier Sponsor for the 2021 DSU Homecoming; includes box seating for **EIGHT** guests at the game of your choice and branding opportunities at Homecoming

Promotion as a Platinum Sponsor for the 2021 DEEP Day leading up to and during the event in October; includes a featured speaking role; full participation in all professional development workshops and branding opportunities

Promotion as a President's Sponsor for the 2021 President's Scholarship Ball leading up to and during the event in December; includes **SIX** VIP Admissions; **30** general admissions and branding opportunities

Premier corporate signage on two campuses for two years

Exclusive Takeover Day

Name engraved on 130<sup>th</sup> Anniversary Commemorative Plaque in President's Office

Custom Commemorative Lapel Pin

Commemorative DSU 130<sup>th</sup> Anniversary Coin

Recognition on 130<sup>th</sup> Anniversary Website

Name Inclusion in 130<sup>th</sup> Anniversary Time Capsule\*

130<sup>th</sup> Anniversary Commemorative Digital Donor Certificate





## FOUNDERS SPONSOR, \$130,000

Promotion as a Signature Sponsor for the 130<sup>th</sup> Anniversary Celebration leading up to and on May 15; includes **10** VIP admissions and branding opportunities

Promotion as a Founder's Sponsor for the 2021 HBCU Philanthropy Symposium leading up to and during the event in July; includes a speaking or panelist role during one of the sessions and branding opportunities

Promotion as a Gold Sponsor for the 2021 DEEP Day leading up to and during the event in October; includes full participation in all professional development workshops and branding opportunities

Promotion as a Premier Sponsor for the 2021 President's Scholarship Ball leading up to and during the event in December; includes 4 VIP Admissions; **20** general admissions and branding opportunities

Premier corporate signage on one campus for one year

Name engraved on 130th Anniversary Commemorative Plaque in President's Office

Custom Commemorative Lapel Pin

Commemorative DSU 130<sup>th</sup> Anniversary Coin

Recognition on 130<sup>th</sup> Anniversary Website

Name Inclusion in 130<sup>th</sup> Anniversary Time Capsule\*

130<sup>th</sup> Anniversary Commemorative Digital Donor Certificate



## SUSTAINING SPONSOR - \$30,000

Promotion as a Sponsor for the 130<sup>th</sup> Anniversary Celebration leading up to and on May 15; includes **2** VIP admissions and branding opportunities

Donor's choice of promotion as a Sponsor for the 2021 HBCU Philanthropy Symposium, or 2021 DEEP Day, or 2021 President's Scholarship Ball; includes speaking role (if applicable); **2** VIP Admission (if applicable); up to **6** general admissions (if applicable) and branding opportunities

Name engraved on 130th Anniversary Commemorative Plaque in President's Office

Custom Commemorative Lapel Pin

Commemorative DSU 130<sup>th</sup> Anniversary Coin

Recognition on 130<sup>th</sup> Anniversary Website

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130<sup>th</sup> Anniversary Commemorative Digital Donor Certificate

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## SUPPORTING SPONSOR - \$13,000

Promotion as a Sponsor for the 2021 Anniversary Celebration leading up to and on May 15; includes **4** General admissions and branding opportunities

Name engraved on 130<sup>th</sup> Anniversary Commemorative Plaque in President's Office

Custom Commemorative Lapel Pin

Commemorative DSU 130<sup>th</sup> Anniversary Coin

Recognition on 130<sup>th</sup> Anniversary Website

Name Inclusion in 130<sup>th</sup> Anniversary Time Capsule\*

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**130**<sup>th</sup>  
ANNIVERSARY  
1891-2021

**Delaware State  
University**



DELAWARE STATE UNIVERSITY  
*President's*  
SCHOLARSHIP BALL

**SPONSORSHIP OPPORTUNITIES**

# SPONSORSHIP OPPORTUNITIES



## PRESIDENT'S SPONSOR — \$100,000

- Three (3) reserved tables of 10
- Admission for 4 in VIP reception
- Exclusive Branded corporate Day on campus
- Exclusive branding on step and repeat for event media photos
- Full page ad on inside front cover or inside back cover of the event program
- Naming opportunity on campus for one year
- Recognition in The Echo, University alumni magazine (Circulation of over 12,000)
- Inclusion on Delaware State University's website to run until 2021Ball
- Name and logo on all promotional materials and event signage
- Full-page ad in event program book
- Company recognition on all media, print, and online releases
- Name/logo on event signage
- Public acknowledgment at event
- Two (2) customized trainings for company employees through the DSU Training and Technology Center
- Link in electronic newsletter, In the Loop
- Branded Speaker Series Forum
- Full page ad on inside front cover or inside back cover of the event program
- Naming opportunity on campus for two years

## PREMIER SPONSOR — \$50,000

- Two (2) reserved tables of 10
- Admission for two in VIP reception
- Recognition in The Echo, University alumni magazine (Circulation of over 12,000)
- Inclusion on Delaware State University's website to run until 2021Ball
- Name and logo on all promotional materials and event signage
- Full-page ad in event program book
- Company recognition on all media, print, and online releases
- Name/logo on event signage
- Public acknowledgment at event
- One (1) customized training for company employees through the DSU Training and Technology Center
- Link in electronic newsletter, In the Loop
- Branded Speaker Series Forum
- Full page ad on inside front cover or inside back cover of the event program
- Naming opportunity on campus for one year

## BALL SPONSOR — \$25,000

- Two (2) reserved tables of 10
- Admission for two in VIP reception
- Recognition in The Echo, University alumni magazine (Circulation of over 12,000)
- Inclusion on Delaware State University's website to run until 2021Ball
- Name and logo on all promotional materials and event signage
- Full-page ad in event program book
- Company recognition on all media, print, and online releases
- Name/logo on event signage
- Public acknowledgment at event
- One (1) customized training for company employees through the DSU Training and Technology Center
- Link in electronic newsletter, In the Loop

## SCHOLARSHIP SPONSOR — \$15,000

- Two (2) reserved tables of 10
- Recognition in The Echo, University alumni magazine (Circulation of over 12,000)
- Inclusion on Delaware State University's website to run until 2021Ball
- Name and logo on all promotional materials and event signage
- Full-page ad in event program book
- Company recognition on all media, print, and online releases
- Name/logo on event signage
- Public acknowledgment at event

## ACADEMIC SPONSOR — \$5,000

- One (1) reserved table of 10
- Full-page ad in event program book
- Company recognition on all media, print, and online releases
- Name/logo on event signage
- Public acknowledgment at event

## RESERVED TABLE SPONSOR — \$2,500

- One (1) reserved table of 10
- Half-page ad in event program book

## SUPPORTING SPONSOR — \$1,000

- Two (2) admission tickets for the Ball
- Half-page ad in event program book

Net proceeds benefit Delaware State University student scholarships.

\*Deadline for camera-ready ads is November 15, 2021





**HBCU**

PHILANTHROPY  
SYMPOSIUM



**SPONSORSHIP OPPORTUNITIES**



# SPONSORSHIP OPPORTUNITIES



## **SYMPOSIUM SPONSOR - \$25,000**

- Six (6) Symposium registrations
- Inclusion in private leadership session
- Private leadership meet n' greet
- Full-page ad in event program book
- Inclusion in Symposium participant swag bag
- Exclusive promotion during keynote address
- Recognition as sponsor on all social media, print and website
- Public recognition as a sponsor throughout the Symposium
- Receive email list of all symposium registrants
- Opportunity to lead a session
- Marketing & Advertisement promotion as a signature sponsor of Symposium

## **FOUNDER SPONSOR - \$15,000**

- Four (4) Symposium registrations
- Inclusion in private leadership session
- Promotional exhibition space
- Full-page ad in event program book
- Inclusion in Symposium participant bag
- Recognition as sponsor on all social media, print and website
- Public recognition as a sponsor throughout the Symposium
- Receive email list to all symposium registrants
- Opportunity to lead a session
- Marketing & Advertisement promotion as a signature sponsor of Symposium

## **NETWORKING SESSION SPONSOR - \$5,000**

- Three (3) Symposium registrations
- Promotional exhibition space
- Full-page ad in event program book
- Exclusive promotion during Networking Session
- Recognition as sponsor via all social media platforms and web pages

## **SESSION SPONSOR - \$2,500**

- Two (2) Symposium registrations
- Promotional exhibition space
- Half-page ad in event program book
- Recognition as sponsor via all social media platforms and web pages
- Exclusive branding for one Symposium session
- Representative can introduce the session providing a 1-minute commercial about the sponsor



# DEEP DAY



**SPONSORSHIP  
OPPORTUNITIES**



# DEEP DAY

## SPONSORSHIP OPPORTUNITIES

### PLATINUM LEVEL - \$8,000

- Top billing in all DEEP Day advertising
- Two-page recognition/ad in the program booklet
- Corporate Day during Spring Semester 2021
- Speaker slot at one of the DEEP Day sessions
- Virtual spotlight
- Interview room for the Company Virtual Information Fair
- Resume book of high-achieving seniors and virtual morning "Meet & Greet"

### GOLD LEVEL - \$5,000

- Full-page recognition/ad in the program booklet
- Banner/logo placement in sponsored event (e.g. Business Case Competition, Networking Event)
- Speaker slot at one of the DEEP Day sessions
- Interview room for the Company Virtual Information Fair
- Resume book of high-achieving juniors and seniors

### SILVER LEVEL - \$3,000

- One-half page recognition/ad in the program booklet and logo displayed in all DEEP Day advertising
- Interview room for the Company Information Fair
- Opportunity to serve as mock interviewer/resume reviewer

### COMPANY INFORMATION FAIR (ONLY) - \$1,000

- Participant listing in program booklet
- Virtual Display table space



**Delaware State**  
**University**

**130<sup>th</sup>**  
ANNIVERSARY  
1891-2021

**CELEBRATING 130 YEARS OF  
AMERICA'S MOST DIVERSE,  
CONTEMPORARY HBCU**

**DELAWARE STATE  
UNIVERSITY  
FOUNDATION, INC.**