



# ALABAMA A&M UNIVERSITY

2025 BLACK TIE SCHOLARSHIP GALA  
SPONSORSHIP OPPORTUNITIES





# \$100,000

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## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- ✧ 2 tables/20 seats (premium table placement)
  - ✧ Branded President's Cocktail Hour
  - ✧ Meet and Greet with Guest Artist
  - ✧ 4 tickets to 150th Anniversary Events and 2025 Exclusive Homecoming Corporate Tailgate
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## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- ✧ Company logo on BTG webpage
- ✧ Listed as **PRESENTING SPONSOR** on all marketing collateral including all AAMU social media platforms
- ✧ Logo in Black-Tie Gala television commercials
- ✧ Acknowledgements from the podium and brief remarks during program
- ✧ Company acknowledgment on AAMU's WJAB radio station 4 weeks prior to event
- ✧ Company spokesperson interview on AAMU's WJAB radio station during the event
- ✧ Company spokesperson interview during the event
- ✧ University marquee listing
- ✧ Link to corporate website (live until April 25, 2025)
- ✧ Opportunity to submit video commercial (up to 45 seconds) to air on website, social media, and other outlets TBD
- ✧ 45-second company video loop on boards throughout AAMU Event Center before BTG
- ✧ Opportunity to provide prizes for media or promotional BTG souvenirs







# \$50,000

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## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- ✧ 1 table/10 seats (premium table placement)
  - ✧ 2 tickets to the President's Exclusive Sponsor Cocktail Reception
  - ✧ Meet and Greet with Guest Artist
  - ✧ 2 tickets to 150th Anniversary Events and 2025 Exclusive Homecoming Corporate Tailgate
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## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- ✧ Company logo on BTG webpage
- ✧ Listed as **PLATINUM SPONSOR** on all marketing collateral including all AAMU social media platforms
- ✧ Acknowledgements from the podium
- ✧ Company acknowledgment on AAMU's WJAB radio station 4 weeks prior to event
- ✧ Company spokesperson interview on AAMU's WJAB radio station during the event
- ✧ Company spokesperson interview during the event
- ✧ 45-Second company video loop on boards throughout AAMU Event Center before BTG
- ✧ University marquee listing

# Gala



# TORCHBEARER SPONSORSHIP

# \$25,000

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## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- ✧ 1 table/10 seats (premium table placement)
  - ✧ 2 tickets to the President's Exclusive Sponsor Cocktail Reception
  - ✧ 2 tickets to 150th Anniversary Events and 2025 Exclusive Homecoming Corporate Tailgate
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## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- ✧ Company logo on BTG webpage
- ✧ Listed as **TORCHBEARER SPONSOR** on all marketing collateral including all AAMU social media platforms
- ✧ Acknowledgements from the podium
- ✧ Company acknowledgment on AAMU's WJAB radio station 4 weeks prior to event
- ✧ Company spokesperson interview on AAMU's WJAB radio station during the event
- ✧ Company spokesperson interview during the event

# Gala

# GOLD SPONSOR

**\$15,000**

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## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- ✧ 1 table/10 seats (mid-level table placement)
  - ✧ 2 tickets to the President's Exclusive Sponsor Cocktail Reception
  - ✧ 2 tickets to 150th Anniversary Events and 2025 Exclusive Homecoming Corporate Tailgate
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## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- ✧ Company logo on BTG webpage
- ✧ Listed as **GOLD SPONSOR** on all marketing collateral including all AAMU social media platforms
- ✧ Acknowledgements from the podium
- ✧ Company spokesperson interview on AAMU's WJAB radio station during the event
- ✧ Company spokesperson interview during the event

# SILVER SPONSOR

**\$10,000**

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## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- ✧ 1 table/10 seats
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## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- ✧ Company logo on BTG webpage
- ✧ Listed as **SILVER SPONSOR** on all marketing collateral including all AAMU social media platforms
- ✧ Company spokesperson interview during the event
- ✧ Listed as Silver Sponsor in gala program



# BRONZE SPONSOR

\$3,000

## BTG EXPERIENCE, ENTERTAINMENT & HOSPITALITY BENEFITS

- \* 1 table/10 seats
- \* 2 tickets to the President's Exclusive Homecoming Corporate Tailgate

## BTG MARKETING, MEDIA, & RECOGNITION BENEFITS

- \* Listed as **BRONZE SPONSOR** in gala program

## 2025 BLACK TIE GALA SPONSORSHIPS AT-A-GLANCE

	\$100,000 Presenting	\$50,000 Platinum	\$25,000 Torchbearer	\$15,000 Gold	\$10,000 Silver	\$3,000 Bronze
Premium Table Placement	2 Tables	1 Table	1 Table	1 Table Mid-Level Placement	1 Table Standard Placement	1 Table Standard Placement
Branded President's Cocktail Hour	Custom With Company Logo	2 Tickets	2 Tickets	2 Tickets	2 Tickets	N/A
Meet and Greet With Guest Artist	✓	✓	N/A	N/A	N/A	N/A
Tickets to Selected 150th Anniversary & 2025 Exclusive Homecoming Corporate Tailgate	✓	✓	✓	✓	N/A	N/A
Company Logo & Link on BTG Webpage	✓	Logo Only	Logo Only	Logo Only	Logo Only	N/A
Remarks During Program	✓	N/A	N/A	N/A	N/A	N/A
Company Acknowledgement on WJAB Radio 4 Weeks Prior to Event	✓	✓	✓	N/A	N/A	N/A
University Marquee Listing	✓	✓	N/A	N/A	N/A	N/A
Opportunity to Provide Prizes for Media or Promotional BTG Souvenirs	✓	N/A	N/A	N/A	N/A	N/A

# SPONSORSHIP FORM

Sponsor's Name (as it should be recognized):

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Representative:

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Address:

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City:

State:

Zip:

Phone:

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Email:

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## SPONSORSHIP SELECTION:

Presenting Sponsor (\$100,000) ☐

Platinum Sponsor (\$50,000) ☐

Torchbearer Sponsor (\$25,000) ☐

Gold Sponsor (\$15,000) ☐

Silver Sponsor (\$10,000) ☐

Bronze Sponsor (\$3,000) ☐

## INDIVIDUAL TICKET(S)

Gala – \$325.00 **(limited to 4)** ☐

Concert Only – \$75 ☐

Number of Tickets: \_\_\_\_\_ Amount: \_\_\_\_\_

Will you utilize all seats? ☐ Yes ☐ No If not, how many seats will you donate? \_\_\_\_\_

Supporter: \$ \_\_\_\_\_ (Amount)

## CHECK:

Please make check payable to  
**AAMU Foundation** and remit to  
**Alabama A&M University**  
**Marketing, Communication and**  
**Advancement**  
**309 Patton Building**  
**Normal, AL 35762**

## CREDIT CARD:



Scan the QR Code with your mobile device.

**Full sponsorship payment is due  
by April 1, 2025.**

Sponsors will not be included in any form of advertisement until full payment is received. Acknowledgement letters will be issued post gala. **Please forward your media kit/official logo for promotional advertising to [blacktie@aamu.edu](mailto:blacktie@aamu.edu).**

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**SIGNATURE** (REQUIRED)

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**DATE**

**20**



**25**