



*A Benefit for the Clark Atlanta University Scholarship Fund*

**Saturday, March 20, 2010 • Sheraton Hotel, Downtown Atlanta**

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**Purpose:** *The Spirit of Greatness Gala* is the signature event hosted by the Clark Atlanta University Alumni Association to celebrate the University's founding, honor distinguished individuals including alumni, and help raise funds to support the University's Scholarship Fund.

**Guests:** Over 400 guests, including corporate and community leaders and high-profile CAU alumni, will join University officials at this historic event.

**Attire:** Black tie

**Format:**

- VIP Reception (*By Invitation Only*) 6:30 p.m. – 7:45 p.m.
- General Cocktail Reception 6:30 p.m. – 7:45 p.m.
- Dinner and Awards 8:00 p.m. – 9:45 p.m.
- Entertainment and Dancing 10:00 p.m. – Midnight

## GENERAL TICKET & TABLE INFORMATION



<b>HOST COMMITTEE PACKAGE</b>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>• Ten (10) Gala tickets (1 table)</li><li>• Two (2) tickets to the VIP Reception</li><li>• Priority Reserved Seating</li><li>• Table Signage</li><li>• Special Acknowledgements during the Gala</li></ul>	
<b>CORPORATE / VIP TABLE</b>	<b>\$1,750</b>
<ul style="list-style-type: none"><li>• Ten (10) Gala tickets (1 table)</li><li>• Reserved Seating</li><li>• Table Signage</li></ul>	
<b>GENERAL TABLE</b>	<b>\$1,200</b>
<ul style="list-style-type: none"><li>• Ten (10) Gala tickets (1 table)</li><li>• General Seating</li></ul>	
<b>GENERAL TICKET</b>	<b>\$125</b>
<ul style="list-style-type: none"><li>• General Seating</li></ul>	

## CORPORATE SPONSORSHIP INFORMATION

CLARK ATLANTA UNIVERSITY ALUMNI ASSOCIATION, INC.



### PRESENTING SPONSOR BENEFITS (ONLY ONE OPPORTUNITY AVAILABLE)

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\$50,000

- Honorary Gala Chair
- Opportunity to bring greetings during Gala
- Twenty (20) priority Gala tickets (2 tables)
- Twenty (20) tickets to the VIP Reception
- Special Introduction during Gala and priority seating
- Company acknowledgement in all press and media releases and on the CAUAA website
- Company signage on collateral materials
- Inside cover advertisement in the Souvenir Booklet
- Corporate logo projection during Gala
- Product placement for guests

### PLATINUM-LEVEL SPONSORSHIP PACKAGE (ONLY TWO OPPORTUNITIES AVAILABLE)

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\$25,000

- Twenty (20) priority Gala tickets (2 tables)
- Ten (10) tickets to the VIP Reception
- Special Introduction during Gala and priority seating
- Company acknowledgement in all press and media releases and on the CAUAA website
- Company signage on collateral materials
- Back cover advertisement in the Souvenir Booklet
- Corporate logo projection during Gala
- Product placement for guests

### RED-LEVEL SPONSORSHIP PACKAGE (ONLY 10 OPPORTUNITIES AVAILABLE)

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\$15,000

- Ten (10) Gala tickets (1 table)
- Five (5) tickets to the VIP Reception
- Company acknowledgement in all press and media releases and on the CAUAA website
- Company signage on collateral materials
- Full-page advertisement in the Souvenir Booklet
- Corporate logo projection during Gala
- Product placement for guests

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### GRAY-LEVEL SPONSORSHIP PACKAGE (ONLY 10 OPPORTUNITIES AVAILABLE)

\$10,000

- Ten (10) priority Gala tickets (1 table)
- Five (5) tickets to the VIP reception
- Company acknowledgement in all press and media releases and on the CAUAA website
- Company signage on collateral materials
- Half-page advertisement in the Souvenir Booklet
- Corporate logo projection during Gala

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### BLACK-LEVEL SPONSORSHIP PACKAGE

\$5,000

- Ten (10) Gala tickets (1 table)
- Four (4) tickets to the VIP Reception
- Company acknowledgement in all press and media releases and on the CAUAA website
- Company signage on collateral materials
- Quarter-page advertisement in the Souvenir Booklet

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### PANTHER-PATRON SPONSORSHIP PACKAGE

\$2,500

- Ten (10) Gala tickets (1 table)
- Two (2) tickets to the VIP Reception
- Company acknowledgment on the CAUAA website
- Listing in the Souvenir Booklet

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### VIP RECEPTION SPONSORSHIP PACKAGE

\$10,000

- Ten (10) priority Gala tickets (1 table)
  - Ten (10) tickets to the VIP reception
  - Company acknowledgment in all press and media releases and on the CAUAA website
  - Company signage on collateral materials
  - Half-page advertisement in the Souvenir Booklet
  - Corporate logo projection during Gala
  - Product placement for guests
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## Sponsorship Application

Organization/Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ URL: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

### **SPONSORSHIP LEVEL (SELECT ONE)**

- Presenting Sponsor [\$50,000]       Platinum [\$25,000]       Red Level [\$15,000]  
 Gray Level [\$10,000]       Black Level [\$5,000]       Panther Level [\$2,500]  
 Corporate Table: [\$1,750]

### **A LA CARTE SPONSORSHIP**

- VIP Reception Sponsor [\$10,000]

### **TABLES**

- Host Committee Package [\$2,500]       Corporate/VIP Table [\$1,750]       General Table [\$1,200]

*(Host Committee Package and Corporate/VIP tables can only be purchased through completing this form.  
General tables may be purchased online.)*

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### **Payment Information**

Enclosed is my check made payable to:

**Clark Atlanta University**  
Office of Alumni Relations  
Attn: "Spirit of Greatness" Gala  
223 James P. Brawley Drive, S.W.  
Atlanta, GA 30314

Apply my sponsorship fee to:

- VISA       MasterCard       Discover       American Express

Name as printed on card: \_\_\_\_\_ Billing Zip code: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Preference for receiving tickets:** ( ) Mail or ( ) Pick Up