

2023 | SPONSORSHIP
OPPORTUNITIES



STONE
OF
HOPE

gala

MAY 5, 2023

SEVEN O'CLOCK IN THE EVENING

MARRIOTT RALEIGH CRABTREE

GLENWOOD BALLROOM

4500 MARRIOTT DRIVE, RALEIGH, NC 27612

Reimagining.

SAINT AUGUSTINE'S UNIVERSITY
ANNUAL FUNDRAISER

PRESERVING THE LEGACY.
ENSURING THE FUTURE.



STONE
OF
HOPE

gala



A LETTER FROM THE *President*

Dear Falcons and Supporters,

I am pleased to invite you to our annual Stone of Hope Gala. This event is the university's largest fundraiser and one of the most important nights for our students, staff, alumni, and supporters.

Through the support of sponsors like you, we can continue our essential work of equipping students with the education and skills they need to thrive in today's competitive job market. In addition, supporting this event will help Saint Augustine's University provide scholarships, internships, and other opportunities for our bright and talented students.

Your generosity will not go unnoticed. We look forward to recognizing your support at the Stone of Hope Gala and inviting you to experience the positive impact of your contribution.

Please feel free to call our Office of Institutional Advancement at 919.516.4182 to discuss details about sponsorships and answer any questions you may have.

We are grateful for your consideration and support of our students' futures.

Sincerely,
Dr. Christine Johnson McPhail
President

About the Stone of Hope Gala: The Stone of Hope Gala, now in its 8th year, was conceived to both celebrate giving to the University and recognize outstanding alumni.

The Stone of Hope Gala is a premier fundraising event, focusing on celebrating the 50th Year Reunion Class. This year we will celebrate the Class of 1973, faculty, and staff who promote the mission and values of SAU at a high level, and outstanding alumni who have excelled in their professional careers and made contributions to the community in which they live and work.

This Gala is scheduled annually during the week of commencement to encourage participation from alumni celebrating their 50th Year Reunion. Classes who graduated in the years ending in 3 and 8 will celebrate their reunion during Homecoming Weekend 2023. Alumni chapters traditionally use this weekend to make their annual monetary donations.

About Saint Augustine's University: Saint Augustine's University is a four-year liberal arts Historically Black College and University (HBCU) that is affiliated with the Episcopal Church that offers more than 25 undergraduate degree programs and is accredited by the Southern Association of Colleges and Schools Commission on Colleges. Founded in 1867, the University's mission is to sustain a learning community in which students can prepare academically, socially, and spiritually for leadership in a complex, diverse, and rapidly changing world.

The unique name of this event comes from the historical past of the university. Many of the original buildings on the campus were built by students from rocks quarried on the campus of Saint Augustine's University. The students, many who were former slaves, placed these stones to construct a chapel and other academic building with the hope of education freedom and equality. Hence the "Stone of Hope."

ABOUT THE STONE OF HOPE GALA

WHEN:

Friday, May 5, 2023

WHERE:

Marriott Raleigh Crabtree
Glenwood Ballroom
4500 Marriott Drive, Raleigh, NC

TIME:

5:30 P.M. to 7 P.M.
VIP Reception (*invitation only*)

General Admission:
Doors open at 6 P.M.

7 P.M. to 10 P.M.
Dinner and entertainment

ATTIRE:

Formal (*sneakers optional*)

COST:

\$150.00: General Admission

CONTACT:

Mrs. Sheryl Harris-Ximines
sximines@st-aug.edu
919.516.4343



2023 SPONSORSHIP OPPORTUNITIES

STONE OF HOPE GALA SPONSOR | \$100,000

COMPANY LISTED AS PRESENTING SPONSOR

- Brand recognition/name in select print and electronic media
- Prominent brand placement in pre-function area
- Program named in honor of your company: ("Presented By")
- Two (2) 60-second PSA's shown during event
- Commemorative appreciation award
- 20 tickets to VIP Reception
- 2 reserved tables for 20 guests
- Recognition at athletic events
- Check presentation opportunity
- 30-second radio spot on WAUG FM
- Acknowledgment on social media before, during and post-event
- Full-page advertisement in program booklet
- Two (2) 2024 CIAA Tournament tickets; special guest to President's Suite

REIMAGINE SPONSOR | \$50,000

- Brand recognition/name in select print and electronic media
- Prominent brand placement in pre-function area
- One (1) 60-second PSA shown during event
- Commemorative appreciation award
- 10 tickets to VIP Reception
- 1 reserved table for 10 guests
- Recognition at athletic events
- Check presentation opportunity
- 30-second radio spot on WAUG FM
- Acknowledgment on social media before, during and post-event
- Full-page advertisement in program booklet

1867 SPONSOR | \$25,000

- Brand recognition/name in select print and electronic media
- Commemorative appreciation award
- One (1) 30-second PSA shown during event
- 6 tickets to VIP Reception
- 1 reserved table for 10 guests
- Recognition at athletic events
- Check presentation opportunity
- 30-second radio spot on WAUG FM
- Acknowledgment on social media before, during and post-event
- Half-page advertisement in program booklet

SPECIAL EVENT SPONSOR | \$10,000

- Brand recognition in select print and electronic media
- Commemorative certificate
- 4 tickets to VIP Reception



- 8 Gala tickets
- Check presentation opportunity
- Acknowledgment on social media before, during and post-event
- Half-page advertisement in program booklet

2023 SPONSORSHIP OPPORTUNITIES

CONTRIBUTOR | \$5,000

- Brand recognition/name in select print and electronic media
- Commemorative certificate
- 6 Gala tickets
- Check presentation opportunity
- Half-page advertisement in program booklet

SUPPORTER | \$2,500

- Brand recognition in select print and electronic media
- Commemorative certificate
- 4 Gala tickets
- Half-page advertisement in program booklet

BLUE AND WHITE SPONSOR | \$1,500

- Brand recognition/name in print media
- Commemorative certificate
- 2 Gala tickets

FRIEND | \$500

- Brand recognition/name in print media
- 2 Gala tickets

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PRESIDENT'S VIP RECEPTION SPONSOR | \$5,000

- Brand recognition/name in select print and electronic media
- Prominent brand placement at function space
- Event naming opportunity ("Presented by")

Proceeds from the Stone of Hope Gala will go towards providing scholarships for students, upgrades to residence halls, and programmatic and operational funds for student-related activities at Saint Augustine's University. No donations or sponsorship receipts go to the administrative overhead or expense of the Stone of Hope Gala or Saint Augustine's University.





STONE
OF
HOPE

gala

SPONSORSHIP RESPONSE FORM

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2023 Saint Augustine's University Stone of Hope Gala at the following sponsor level:

- ☐ **\$100,000**
STONE OF HOPE GALA SPONSOR
- ☐ **\$50,000**
REIMAGINE SPONSOR
- ☐ **\$25,000**
1867 SPONSOR
- ☐ **\$10,000**
SPECIAL EVENT SPONSOR
- ☐ **\$5,000**
CONTRIBUTOR
- ☐ **\$2,500**
SUPPORTER
- ☐ **\$1,500**
BLUE AND WHITE SPONSOR

ADDITIONAL OPPORTUNITIES:

- ☐ **\$5,000**
PRESIDENT'S VIP RECEPTION
- ☐ \$ _____
DONATION

Please scan/email OR mail your completed form with credit card information to Mr. Stephen Latson at:

Office of Institutional Advancement
Saint Augustine's University
1315 Oakwood Avenue
Raleigh, NC 27610
slatson@st-aug.edu
919.516.4092

***All contributions are tax-deductible*

SPONSOR CONTACT INFORMATION

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

- ☐ **PAYMENT BY CHECK** Please make checks payable to Saint Augustine's University, and send along with your signed response form to: Office of Institutional Advancement, Saint Augustine's University, 1315 Oakwood Avenue, Raleigh, NC 27610
- ☐ **CREDIT CARD** [] Visa [] Mastercard [] American Express [] Discover
Please complete the credit card payment information below and scan/email your signed response form to: slatson@st-aug.edu

CARD NO.

EXP. DATE

CVV

SIGNATURE

AD SPECIFICATIONS

Full page ad - 8" x 10.5"

Half page ad - 8" x 5.125"

Please submit electronic versions (JPEG/300 dpi, PDF, EPS) of your sponsorship artwork by email to: Rachel Dixon at rdixon@st-aug.edu **no later than April 25, 2023** for inclusion into the program booklet.

DUE DATES

Logo files & advertisements	4/25/23
Payment in full	4/30/23
Guest list names	4/30/23



STONE OF
HOPE GALA
WEBSITE



MAKE
A GIFT
ONLINE



REIMAGINE.

PRESERVING THE LEGACY. ENSURING THE FUTURE.

SAINT AUGUSTINE'S
UNIVERSITY



Transform. Excel. Lead.