



TENNESSEE  
STATE UNIVERSITY  
SCHOLARSHIP GALA 2017

*Sponsorship  
Opportunities*

Greetings!

Tennessee State University will present the Homecoming Scholarship Gala on Friday, October 13, 2017 at the Music City Center in downtown Nashville. This important fundraising initiative provides critical funds necessary to meet the significant need for student scholarships and ensures access to the relevant academic programs required to successfully educate and prepare students for the global marketplace. We are excited to announce that Nashville Mayor Megan Barry is the Gala Honorary Chair this year. Also, the Chair of the TSU Board of Trustees, Dr. Joseph Walker, III, and Vice Chair, Dr. Deborah Cole, are serving as Honorary Gala Co-chairs.

We invite you, your colleagues and friends to save the date and plan now to join us for this occasion. We are seeking your partnership in this evening of celebration by asking you to consider a sponsorship, establish a scholarship, or purchase a table or tickets. Your support of the TSU Scholarship Gala will help address the ever-increasing need for student financial assistance. Gala contributions are also tax-deductible and provide opportunities for you, your company or organization to show your commitment to TSU, while garnering name, product and service recognition among an influential audience.

For more information on the Scholarship Gala, visit our website at [www.tnstate.edu](http://www.tnstate.edu) and click on the *Scholarship Gala Information* link on our home page. If you need additional information on scholarships and sponsorships, please contact Betsy Jackson Mosley or Ben Northington in the TSU Foundation at (615) 963-5481. We look forward to sharing the TSU Scholarship Gala experience with you!

*Mrs. Barbara Murrell*  
Mrs. Barbara Murrell  
Gala Chair

*Eloise A. Alexis*  
Eloise Abernathy Alexis  
Gala Co-Chair



## TSU FOUNDATION SCHOLARSHIPS 2016 IMPACT & STATISTICS

**649** scholarship recipients in 2016

**\$2.2 million** in scholarship awards

**97%** of students require financial aid

**4,547** or **49%** Pell Grant eligible students

**\$844** In-State Student average balance

**\$8,344** Out-of-State Student average balance

**\$20,000** largest annual scholarship awarded

**\$2,785** average scholarship award

# *2017 Scholarship Gala*

## SPONSORSHIP LEVELS & BENEFITS

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### PRESENTING PARTNER

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\$150,000 SPONSOR

- Two (2) premium branded Gala tables (20 seats)
- Branded visibility as Presenting Partner on the Homecoming web and print collateral
- Premium full-page ad placement in Gala program booklet
- Check presentation, remarks and/or video brief during Gala program
- Opportunity to distribute branded promotional items to Gala guests
- Signature visibility or activation activity at major Homecoming events (Pep Rally, Alumni Events, Parade & Game)
- Half-time check presentation on the field at Homecoming game
- Customized opportunity for a careers-focused activity with students and/or alumni (Fall 2017 or Spring 2018)

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### DINNER SPONSOR

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\$100,000 SPONSOR

- Two (2) branded Gala tables (20 seats)
- Branded visibility as Dinner Sponsor on the Gala web and print collateral
- Full-page ad in Gala program booklet
- Special presentation during Gala program
- Signature visibility or activation activity at select Homecoming events (Pep Rally, Alumni Events, Parade)
- Half-time check presentation on the field at Homecoming game

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### ENTERTAINMENT SPONSOR

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\$75,000 SPONSOR

- One (1) branded Gala table (10 seats)
- Branded visibility as Entertainment Sponsor on the Gala web
- Full-page ad in Gala program booklet
- Special acknowledgement during the Gala program
- Signage and/or logo placement at select Homecoming events (Pep Rally, Alumni Events, Parade)

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## HONORS SPONSOR

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\$50,000 SPONSOR

- One (1) branded Gala table (10 seats)
- Branded visibility as Honors Sponsor on the Gala web
- Half-page ad in Gala program booklet
- Special acknowledgement during the Gala program
- Signage and/or logo placement at select Homecoming events (Pep Rally, Alumni Events, Parade)

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## SCHOLARS SPONSOR

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\$25,000 SPONSOR

- One (1) branded Gala table (10 seats)
- Branded visibility as Scholars Sponsor on the Gala web
- Half-page ad in Gala program booklet
- Acknowledgement during the Gala program
- Opportunity to distribute branded promotional items to student-scholars at the Gala
- Logo placement on signage at select student Homecoming events (Concert, Pep Rally)

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## SUPPORTING SPONSOR

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\$10,000 SPONSOR

- One (1) Gala table (10 seats)
- Quarter-page ad in Gala program booklet
- Acknowledgement during the Gala program
- Logo placement on signage at a Homecoming event

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## TRANSPORTATION SPONSOR

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\$5,000 SPONSOR

- Branded visibility on Gala shuttles running on the evening of the event
- Acknowledgement during the Gala program
- Logo placement in the Gala Program

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## COMMUNITY PARTNER

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\$2,500 SUPPORTER

- One (1) Gala table (10 seats)
- Supporter Listing in the Gala program

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## NAMED SCHOLARSHIPS

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ENDOWED - \$25,000 AND ABOVE

- Outright gift or pledge with documented agreement and initial gift (3 yrs to reach minimum)
- Scholarship will exist in perpetuity (Legacy gift)
- Donor establishes criteria to guide the selection of scholarship recipients
- Tax-deductible gift to the TSU Foundation
- Opportunity to meet student recipient at the annual Scholarship Appreciation Reception
- Recognition in the TSU Foundation Annual Report

ANNUAL/NON ENDOWED - \$5,000 AND ABOVE

- Outright gift
- Donor's employer/company matching gift can be used to reach minimum
- Donor establishes criteria to guide the selection of scholarship recipients
- Funds can be awarded immediately
- Tax-deductible gift to the TSU Foundation
- Opportunity to meet student recipient at the annual Scholarship Appreciation Reception
- Recognition in the TSU Foundation Annual Report

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## TABLES AND TICKETS

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TABLES - \$1,500 (10 SEATS)  
(\$800 TAX-DEDUCTIBLE DONATION)

TICKETS - \$150 PER TICKET  
(\$80 TAX-DEDUCTIBLE DONATION)

**For more information:  
Contact Betsy Jackson Mosley or Ben Northington in the  
TSU Foundation at (615) 963-5481 or [foundation@tnstate.edu](mailto:foundation@tnstate.edu)**