



# University of Florida Black Student Union Black History Month 2010

September 22, 2009

Dear Potential Supporter,

Former U.S. Senator Bill Frist once said, "The African-American experience is one of the most important threads in the American tapestry." As one of the largest and most comprehensive institutions in the nation, the University of Florida shares the same belief. In 1978, Black History Month at the University of Florida started as an ad hoc committee within the school's Black Student Union. Today, we are proud to present one of the largest student-run Black History Month productions in the Southeast. The annual series is a highly anticipated one for University of Florida, the Gainesville community, and students across the nation.

Through Black History Month, we hope to educate, enhance and entertain by reflecting the contributions of Black Americans through our programming. In February 2009, Black History Month implemented more than 70 programs, ranging from community service projects to talent show cases. We pride ourselves in providing free programming open to the public.

In recent years, we have featured prominent keynote speakers such as Queen Latifah, Russell Simmons and Spike Lee. The month also includes the largest student-run step show in the Southeast, the Florida Invitational Step Show, which attracts thousands from all over the country. The step show will be celebrating 21 years in 2010. Another popular event in the series is Fashion X-Clusive. The classy, large-scale production showcases the latest in fashion and music.

Unfortunately, our vision and goals for Black History Month 2010 cannot fully come to fruition because they transcend our immediate sources. We ask for your support in making next year's Black History Month bigger and better than previous years.

No matter the size or form of the gift, your generosity will help Black History Month's efforts to spread the message of the history that affects us all. There are several sponsorship ranges and there is always a need for resources and services.

Your sponsorship will not be only to the benefit of Black History Month, but yours as well. With the thousands of people who attend our series, the promotion and recognition opportunities are endless.

If you, your company or organization are interested in helping Black History Month 2010, feel free to contact me or the University of Florida Black Student Union office.

We hope to hear from you soon.

Thank You,

*Megan T. Crenshaw*

Megan T. Crenshaw  
Black History Month 2010 Director of Solicitations  
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# University of Florida Black Student Union Black History Month 2010

## **Corporate Sponsorship Level**

**\$25,000 Platinum Sponsorship Package: Official Title Sponsor of Black History Month**

**In-Kind Exchange: Four (4) VIP seats to major Black History Month events**

- Title Sponsorship: "Black Student Union presents Black History Month, brought to you by ("Sponsor Name")"
- Rights to acclaim "Official Title Sponsor of Black History Month" in television, radio, internet, and print advertisements.
- Logo placement on all promotional items.
- Logo placement as "Official Title Sponsor" on apparel of Black History Month and Florida Invitational Step Show promotional teams.
- Logo Placement on website, posters, fliers and calendars as "Official Title Sponsor of Black History Month".
- Black History Month program booklet advertisement (Two page spread as the "Official Title Sponsor of Black History Month").
- Two (2) television commercials during pre-show of the Florida Invitational Step Show and Fashion X-Clusive.
- Logo placement on Regional Transit System banner as the "Official Title Sponsor of Black History Month."
- Animated banner rotation on all pages of Black History Month Web site.
- Special Thanks at all Black History Month events.
- Appreciation plaque.

**15,000 Gold Sponsorship Package**

**In-Kind Exchange: Two (2) VIP seats to major Black History Month events**

- Black History Month program booklet advertisement (1 page spread as the "Gold Sponsor of Black History Month").
- Newspaper advertisement mentions as the "Gold Sponsor of Black History Month".
- Logo placement on promotional items.
- Logo placement on as "Gold Sponsor" on apparel of Black History Month and Florida Invitational Step Show promotional teams.
- Logo placement on Web site, posters, fliers, and calendars as "Gold Sponsor of Black History Month."
- Logo placement on Regional Transit System banner as the "Gold Sponsor of Black History Month."
- Special Thank You at all Black History Month events.
- Appreciation plaque.

**\$10,000 Silver Sponsorship Package**

- Black History Month program booklet advertisement (1/2 page spread as the "Silver Sponsor of Black History Month.")
- Newspaper advertisement mention as "Silver Sponsor of Black History Month."
- Logo placement on promotional items.
- Logo placement on Web site, posters, fliers, and calendars as "Silver Sponsor of Black History Month."
- Special Thank You at Black History Month Opening and Closing Ceremonies
- Certificate of Appreciation



# University of Florida Black Student Union

## Black History Month 2010

### \$5,000 Bronze Sponsorship Package

- Black History Month program booklet mention as “Bronze Sponsor of Black History Month.”
- Logo placement on promotional items
- Mention on Web site.
- Logo placement on posters, fliers, and calendars as “Bronze Sponsor of Black History Month.”
- Special Thank You at Black History Month Opening and Closing Ceremonies
- Certificate of Appreciation.

### Local Business and Organizational Sponsorship Levels

#### Ruby Sponsorship Package: \$750

- Black History Month program booklet mention as “Ruby Sponsor of Black History Month.”
- Logo placement in Black History Month program booklet
- Logo placement on Black History Month website.
- Special Thank You at Black History Month Opening and Closing Ceremonies.
- Appreciation plaque.

#### Emerald Sponsorship Package: \$500-749

- Logo placement in Black History Month program booklet.
- Logo placement on Black History Month website
- Special Thank You at Black History Month Opening and Closing Ceremonies
- Certificate of Appreciation

#### Sapphire Sponsorship Package: \$499 & below

- Logo placement on Black History Month Web site.
- Special Thank You at Black History Month Opening and Closing Ceremonies.
- Certificate of Appreciation.

### Individual Sponsorship Levels

#### Pearl Sponsorship Package: \$500

- Black History Month program booklet mention as “Gold Individual Sponsor of Black History Month”
- Name recognition on Black History Month website
- Special recognition at Black History Month Opening and Closing Ceremonies
- Appreciation plaque.

#### Onyx Sponsorship Package: \$250-499

- Black History Month program booklet appreciation mention
- Name recognition on Black History Month website
- Special recognition at Black History Month Opening and Closing Ceremonies.
- Appreciation certificate.

#### Opal Sponsorship Package: \$249 & below

- Black History Month program booklet appreciation mention.
- Special recognition at Black History Month Opening and Closing Ceremonies.
- Appreciation certificate.



# University of Florida Black Student Union Black History Month 2010

## Support Black History Month 2010

Please indicate your level of sponsorship:

Corporate Sponsorship Package

- Platinum
- Gold
- Silver
- Bronze

Local Business and Organizational Sponsorship Levels

- Ruby
- Emerald
- Sapphire

Individual Sponsorship Levels

- Pearl
- Onyx
- Opal

Amount Donating: \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Please make checks payable to: Black History Month or call (352) 392-1665 (ext. 321) for contributions via credit card.

Please e-mail logo in a resizable file format (ai, pdf, eps) to [ufbhmmarketing1@gmail.com](mailto:ufbhmmarketing1@gmail.com)

Please return completed form and check to:  
323 J. Wayne Reitz Union Gainesville, FL 32611

For more information contact Kamali Burke, [ufbhmdirector@gmail.com](mailto:ufbhmdirector@gmail.com)