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IGNITE  
YOUR  
WHY

# Black Alumni Society Reunion

April 13-16, 2023



ARKANSAS  
ALUMNI

BLACK  
ALUMNI SOCIETY

**Arkansas Alumni Association**

ATTN: Sponsorships

PO Box 1071, Fayetteville AR 72702

PHONE: (888) 275-2586 FAX: (479) 575-5177

[www.arkansasalumni.org/sponsorships](http://www.arkansasalumni.org/sponsorships)

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# 2023 BLACK ALUMNI SOCIETY REUNION

## APRIL 13-15, 2023

The Black Alumni Society (BAS) is looking forward to our upcoming BAS Reunion. We are hosting an epic reunion for alumni, faculty, staff, students and the Northwest Arkansas region to “Ignite Your Why.” The BAS Awards Soiree will honor the accomplishments of our alumni, faculty, staff, students and community partners. Due to the pandemic, this is the first time we will be hosting an in person reunion since 2019. We are expecting over 2,000 alumni, friends, and the NWA Region to join us on The Hill for this joyous occasion: BAS Reunion Homecoming Edition. Sponsors are welcome to attend all events.

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### 2023 CALENDAR OF EVENTS

#### MONDAY, APRIL 10

- BAS, BSA, and BASS Homecoming Kickoff

#### TUESDAY, APRIL 11

- Scholars Professional Development Event

#### THURSDAY, APRIL 13

- BAS President's Dinner

#### FRIDAY, APRIL 14

- BAS Golf Tournament hosted by Iota Tau Alumni, Kappa Alpha Psi Fraternity, Inc.
- BAS Board Spring Meeting/Elections
- Arkansas Alumni Association Welcome Back Reception and Class Celebrations: 1950s to 2000s
- “Reunion on the Hill Party”

#### SATURDAY, APRIL 15

- BAS Homecoming Festival
- BAS Awards Soiree
- BAS Homecoming Concert & After Party

#### SUNDAY, APRIL 16

- Ecumenical Service
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# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR - \$20,000

- ➔ Thirty (30) tickets to the BAS Awards Soiree and BAS Homecoming Concert and After Party on Saturday.
- ➔ Thirty (30) invitations to the Arkansas Alumni Association Welcome Reception
- ➔ Recognition as Presenting Sponsor on all pre and post event marketing materials (invitations, television/radio/print, and social media)\*
- ➔ Presenting sponsor logo acknowledgment in Awards Soiree Souvenir Book\*
- ➔ Logo in Powerpoint presentation at virtual BAS events
- ➔ Two (2) minute prerecorded or promotional company video presentation
- ➔ Logo acknowledgement on BAS Reunion and University of Arkansas Division of Diversity, Equity and Inclusion web pages with a link to the sponsor's web page.
- ➔ Acknowledgement in electronic and print event communications and promotions (i.e. email and social media).\*\*
- ➔ Four (4) teams of four in golf tournament
- ➔ Banner/Display at golf check-in area
- ➔ Two golf tournament hole sponsor signs
- ➔ Company logo on press release
- ➔ One vendor space during the during the Homecoming Festival at The Gardens<sup>†</sup>

Under IRS Guidelines, \$5,670 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

## GOLD SPONSOR - \$10,000

- ➔ Twenty (20) tickets to the BAS Awards Soiree and BAS Homecoming Concert and After Party on Saturday.
- ➔ Twenty (20) invitations to the Arkansas Alumni Association Welcome Reception
- ➔ Recognition as a Gold Sponsor on all pre and post event marketing materials (invitations, television/radio/print, and social media)\*
- ➔ Gold sponsor logo acknowledgment in Awards Soiree Souvenir Book\*
- ➔ Logo in Powerpoint presentation at virtual BAS Awards Gala
- ➔ Two (2) minute prerecorded or promotional company video presentation
- ➔ Logo acknowledgment on BAS Reunion and University of Arkansas Division of Diversity, Equity and Inclusion web pages with a link to the sponsor's web page.
- ➔ Acknowledgment in electronic and print event communications and promotions including social media).\*\*
- ➔ Three (3) teams of four in golf tournament
- ➔ One golf tournament hole sponsor sign
- ➔ One vendor space during the during the Homecoming Festival at The Gardens<sup>†</sup>

Under IRS Guidelines, \$3,990 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

\* These elements are available if Sponsorship Agreement and any required artwork are received by March 17, 2023.

\*\* These elements are available once the Sponsorship Agreement is received.

<sup>†</sup> The fair value of the vendor space is \$150 and is considered advertising. Please complete and submit the vendor registration form at [www.arkansasalumni.org/basreunion](http://www.arkansasalumni.org/basreunion) by March 31, 2023, to reserve your vendor space.

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR – \$5,000

- ➔ Ten (10) tickets to the BAS Awards Soiree and BAS Homecoming Concert and After Party on Saturday..
- ➔ Ten (10) invitations to the Arkansas Alumni Association Welcome Reception
- ➔ Verbal acknowledgement during Awards Soiree
- ➔ Recognition as a Silver Sponsor on all pre and post event marketing materials (invitations, television/radio/print, and social media)\*
- ➔ Silver sponsor logo acknowledgment in Awards Soiree Souvenir Book\*
- ➔ Logo acknowledgment on BAS Reunion and University of Arkansas Division of Diversity, Equity and Inclusion web pages with a link to the sponsor's web page.
- ➔ Two (2) teams of four in golf tournament
- ➔ One golf tournament hole sponsor sign
- ➔ One vendor space during the during the Homecoming Festival at The Gardens+

Under IRS Guidelines, \$2,310 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

## BRONZE SPONSOR – \$2,500

- ➔ Ten (10) tickets to the BAS Awards Soiree and BAS Homecoming Concert and After Party on Saturday.
- ➔ Ten (10) invitations to the Arkansas Alumni Association Welcome Reception
- ➔ Verbal acknowledgement during Awards Soiree
- ➔ Bronze sponsor name acknowledgment in Awards Soiree Souvenir Book\*
- ➔ Recognition as a Bronze Sponsor on all pre and post event marketing materials (invitations, television/radio/print, and social media)\*
- ➔ One (1) team of four in golf tournament
- ➔ One golf tournament hole sponsor sign
- ➔ One vendor space during the during the Homecoming Festival at The Gardens+

Under IRS Guidelines, \$1,830 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

## CARDINAL AND BLACK SPONSOR – \$1,000

- ➔ Eight (8) tickets to the BAS Awards Soiree and BAS Homecoming Concert and After Party on Saturday.
- ➔ Eight (8) invitations to the Arkansas Alumni Association Welcome Reception
- ➔ Cardinal and Black sponsor name acknowledgment in Awards Soiree Souvenir Book\*
- ➔ Name acknowledgment on BAS Reunion web page
- ➔ Golf tournament hole sponsor sign

Under IRS Guidelines, \$960 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

## GOLF BEVERAGE CART SPONSOR – \$500

- ➔ Name in sponsorship listing in Awards Soiree Souvenir Book\*
- ➔ Name acknowledgment on BAS Reunion web page
- ➔ Sign acknowledgment on beverage cart

## GOLF HOLE SPONSOR – \$500

- ➔ Golf tournament hole sponsor sign

Under IRS Guidelines, \$0 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law.

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\*\* These elements are available once the Sponsorship Agreement is received.

+The fair value of the vendor space is \$150 and is considered advertising. Please complete and submit the vendor registration form at [www.arkansasalumni.org/basreunion](http://www.arkansasalumni.org/basreunion) by March 31, 2023, to reserve your vendor space.

## BAS 2023 REUNION SPONSORSHIP AGREEMENT

Organization	
Contact Person	
Mailing Address	
City State Zip	
Phone Number	
E-Mail Address	

**Sponsorship:**

	Presenting Sponsor \$20,000
	Gold Sponsor \$10,000
	Silver Sponsor \$5,000
	Bronze Sponsor \$2,500
	Cardinal and Black Sponsor \$1000
	Golf Beverage Cart Sponsor \$500
	Golf Hole Sponsor \$500

**Contact Me, I am interested in providing a Gift-In-Kind.**

### TWO (2) PAYMENT OPTIONS

**1. Check**

Check payable to: Arkansas Alumni Association  
 Memo Field: 2023 Black Alumni Society  
 Mail check and form to: PO Box 1070, Fayetteville AR 72702

**2. Credit Card**

Call Tim Barker, Arkansas Alumni Association Fiscal Support Analyst at (479) 575-6481 to pay by credit card. Mail form in the address above, email it to [sponsorships@arkansasalumni.org](mailto:sponsorships@arkansasalumni.org), or fax it to (479) 575-5177. You may also visit <https://www.arkansasalumni.org/basreunion> and register online.

**TOTAL AMOUNT: \$ \_\_\_\_\_**

**Sponsor Agrees to pay to the full amount of agreement on or before March 24, 2023.**

**Additionally Sponsor Agrees to:**

- Provide appropriate company logos in appropriate electronic format, together with any style instructions necessary for appropriate display of said logos, to the Division of Diversity, Equity and inclusion within one week of agreement, but no later than March 17, 2023.
- Upon request, provide logo use and style approval within two business days, for promotional materials produced by the Arkansas Alumni Association.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# ADVERTISING OPPORTUNITIES

## PRINT

The BAS Awards Soiree Souvenir Book is the finished trimmed size of A5 (landscape).\*

<b>FULL PAGE INSIDE BACK COVER (with bleed)</b>	A5 Landscape plus 1/8" bleed (8.5177" WIDE x 6.0768" TALL)	\$800 (only ONE available)**
<b>FULL PAGE</b>	7.75" WIDE X 5" TALL	\$650**
<b>HALF PAGE</b>	3.75" WIDE x 5" TALL (vertical) or 7.75" WIDE x 2.375" TALL (horizontal)	\$350**
<b>QUARTER PAGE</b>	3.75" WIDE x 2.375" TALL	\$150**

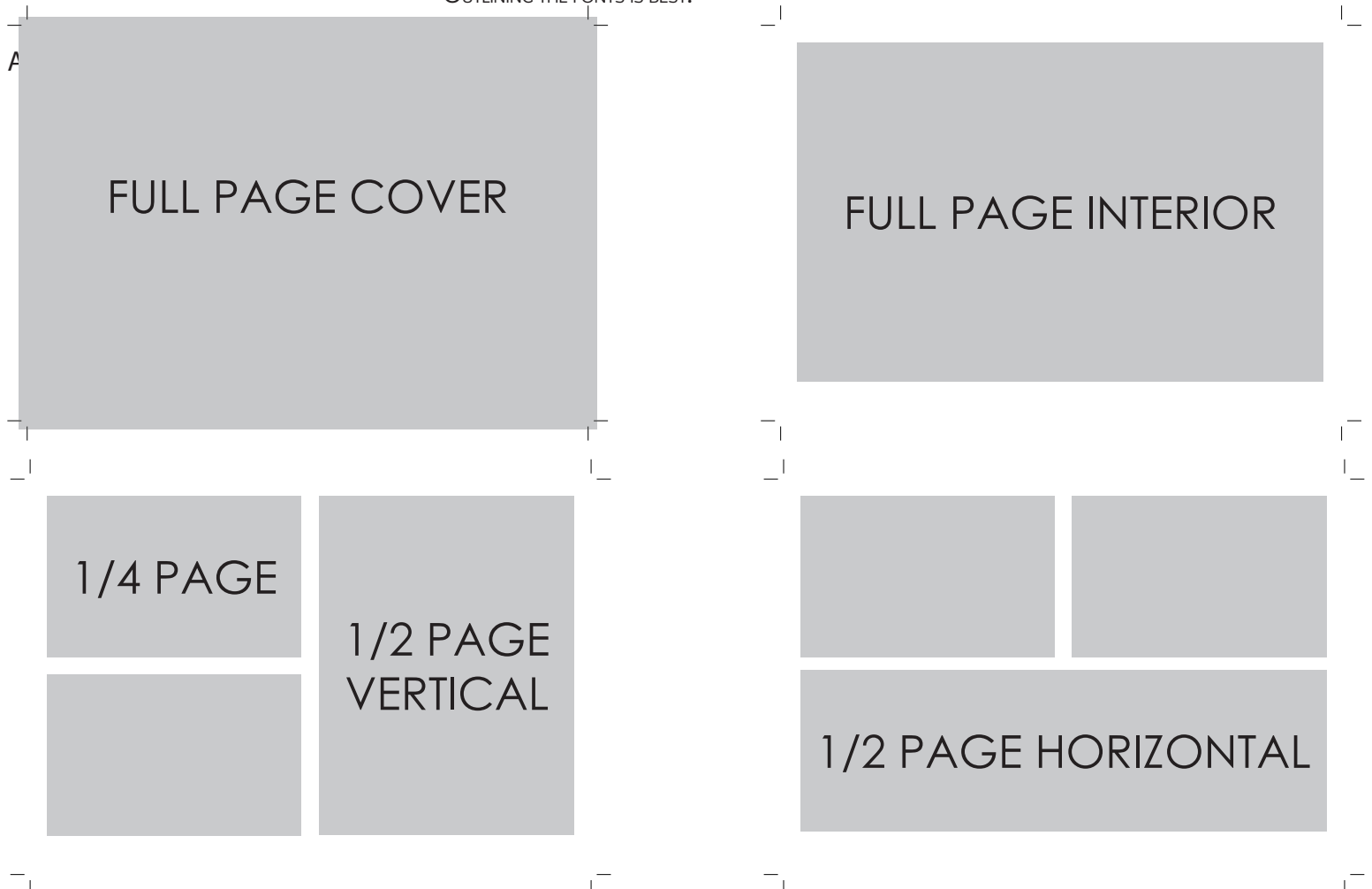
**FILE RESOLUTION SPECIFICATIONS:** 300 dpi/ppi @100% of print size or equivalent

**PREFERRED PROGRAMS:** Illustrator, InDesign, Photoshop

**ACCEPTED FILE FORMATS:** **Preferred:** PDF (with fonts and images embedded)

**Other:** EPS, JPEG, PSD, AI, Packaged InDesign Files

**NOTE:** IF SUBMITTING COPY IN ANY OF THESE FORMATS, THE CLIENT MUST INCLUDE FONTS AND LINKED IMAGES. OUTLINING THE FONTS IS BEST.



\*These elements are available if Advertising Agreement and any required artwork are received by March 17, 2023

\*\*Credit card payments will incur a 5% credit card fee.



Arkansas Alumni Association  
 ATTN: Sponsorships  
 PO Box 1070, Fayetteville, AR 72702  
 Phone 888-275-2586 • Fax 479-575-5177  
[www.arkansasalumni.org/advertising](http://www.arkansasalumni.org/advertising)

## ADVERTISING SPACE RESERVATION REQUEST

PLEASE CALL OR EMAIL ANGELA MOSLEY-MONTS AT AMMONT@UARK.EDU OR 479-387-9248 CONFIRM THE AVAILABILITY OF YOUR PREFERRED SIZE BEFORE SUBMITTING REQUEST AND PAYMENT.

PLEASE COMPLETE THE FORM AND RETURN TO THE ARKANSAS ALUMNI ASSOCIATION AT THE ADDRESS PROVIDED. FOR ANY QUESTIONS REGARDING THE BLACK ALUMNI SOCIETY REUNION OR ADVERTISING AT THIS EVENT, PLEASE CONTACT ANGELA MOSLEY MONTS AT AMMONTS@UARK.EDU.

Organization	
Contact Person	
Mailing Address	
City State Zip	
Phone Number	
E-Mail Address	

Print Advertising Placement Request:

<input type="checkbox"/> Inside Back Cover Full Page with Bleed \$800 (only ONE available) (\$840 if paid by credit card)**	
<input type="checkbox"/> Full Page Color \$650 (\$682.50 if paid by credit card)**	<input type="checkbox"/> Quarter Page Color \$150 (\$157.50 if paid by credit card)**
<input type="checkbox"/> Half Page \$350 (\$367.50 if paid by credit card)**	<input type="checkbox"/> Graphic Design Add on at \$50. (\$52.50 if paid by credit card)**

Total Amount: \$ \_\_\_\_\_ \*\*

### TWO (2) PAYMENT OPTIONS

**1. Check**

Check payable to: Arkansas Alumni Association  
 Memo Field: 2023 BAS Advertising  
 Mail check and form to: PO Box 1070, Fayetteville AR 72702

**2. Credit Card**

Pay online at [www.arkansasalumni.org/basadvertising](http://www.arkansasalumni.org/basadvertising).

Advertiser Agrees to:

- Submit completed form and pay to the full amount of agreement on or before March 24, 2023 (unless otherwise specified). Send to Arkansas Alumni Association, ATTN: BAS Advertising, P. O. Box 1070, Fayetteville, AR 72702.
- Submit artwork for ad to ammots@uark.edu by March 17, 2023.

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_