



Your Connection Starts Here

2015 BLACK ALUMNI SOCIETY REUNION

APRIL 13-19, 2015 • FAYETTEVILLE, ARKANSAS



The Black Alumni Society will host 25 years of reunions April 13-19, 2015. At the Black Alumni Society Awards Gala on April 18th, we will recognize and honor the accomplishments of our alumni and staff. The target audience for this event includes the University of Arkansas, NWA community, honorees, BAS and LaRew Scholars, friends, families and business associates. Expected attendance for the Gala is 450 to 600.

Sponsors, the University of Arkansas community and Northwest Arkansas are cordially invited to participate in the BAS Reunion activities.

MONDAY, APRIL 13, 2015

Black Students Association and Black Alumni Society Scholars Reunion Kick Off Cookout

U of A Campus: Union Mall
Time: Noon to 2:00 p.m.

THURSDAY, APRIL 16, 2015

Presidents and Students Farewell Dinner

Janelle Y. Hembree Alumni House (Boyer Hall)
491 Razorback Road, Fayetteville, AR
Time: 6:30 p.m. to 8:30 p.m.

FRIDAY, APRIL 17, 2015

Registration

U of A Campus, Union Mall
RAIN LOCATION: Janelle Y. Hembree Alumni House
Time: 9:00 a.m. to 4:00 p.m.

"Navigating Your Career As An Alumni Hog" Alumni/Student Panel and Luncheon

U of A Arkansas Student Union
Time: Noon to 2:00 p.m.

BAS Endowed Golf Tournament

Stonebridge Meadows Golf Course
3495 Farm Road, Fayetteville, AR
Lunch: Noon
Scramble Start Time: 1:00 p.m.

Welcome Back Reception

Janelle Y. Hembree Alumni House
491 Razorback Road, Fayetteville, AR
Time: 7:00 p.m. to 11:00 p.m.

Old School Party (1)

The Chancellor Hotel
70 N. East Ave., Fayetteville, AR
Time: 11:00 p.m. to 2:00 a.m.

SATURDAY, APRIL 18, 2015

BAS Board Meeting

The Chancellor Hotel
70 N. East Ave., Fayetteville, AR
Time: 8:30 a.m. - 9:30 a.m.

Michelle Wilson Walk-A-Thon

Time: 9:13 a.m.
(for additional information: Lauren McFalls: lfdst1913@gmail.com)

BAS Reunion Cookout

Fayetteville High School
994 W. Martin Luther King Blvd., Fayetteville, AR
Time: 10:00 a.m. to 11:30 a.m.

"Back to the Hill" Classic Step Show

Fayetteville High School
994 W. Martin Luther King Blvd., Fayetteville, AR
Time: Noon to 3:00 p.m.

Black Alumni Society Awards Gala

Fayetteville Town Center
15 W Mountain Street, Fayetteville, AR
VIP Donor Reception: 6:00 p.m.
Doors Open: 6:40 p.m. for Gala
Program: 7:00 p.m. to 9:00 p.m.

Old School Party (2)

Fayetteville Town Center
15 W Mountain Street, Fayetteville, AR
Time: 11:00 p.m. to 2:00 a.m.

Fraternity 40 Year Celebrations

Gamma Eta Chapter of Omega Psi Phi Fraternity, Inc. (TBD)
Kappa Kappa Chapter of Alpha Phi Alpha Fraternity, Inc. (TBD)
The Chancellor Hotel
70 N. East Ave., Fayetteville, AR
Time: 11:00 p.m. to 2:00 a.m.

SUNDAY, APRIL 19, 2015

Praise and Worship Service

St. James Missionary Baptist Church, Fayetteville
764 W. North Street, Fayetteville, AR
Time: 8:00 a.m. and 11:00 a.m.

SPONSORSHIP OPPORTUNITIES

	Presenting \$7,500	Platinum \$5,000	Ruby \$3,500	Silver \$2,500	Banquet Table \$800	Golf Honors Scholar \$2,000	Golf Top Scholar \$1,000	Golf Senior Scholar \$750	Golf Beverage Cart \$500 or Gift In Kind	Golf Hole Sponsor \$250
Two VIP tables with total seating for sixteen (16)	✓									
Two Priority tables with total seating for sixteen (16)		✓								
One Priority table with total seating for eight (8)			✓							
Reserved seating for one table of eight (8)				✓	✓					
Sixteen (16) invitations to VIP Reception	✓	✓								
Eight (8) invitations to VIP Reception			✓	✓						
Verbal acknowledgement during program	✓	✓	✓							
Representative to give brief remarks at event or VIP Reception	✓									
Presenting sponsor logo acknowledgement in souvenir book*	✓									
Logo in sponsorship listing in souvenir book*	✓	✓	✓			✓				
Name in sponsorship listing in souvenir book*				✓	✓		✓	✓	✓	
Congratulatory full page ad in souvenir book*	✓	✓								
Congratulatory half page ad in souvenir book*			✓							
Congratulatory quarter page ad in souvenir book*				✓		✓				
Logo in powerpoint presentation at BAS Awards Banquet	✓	✓	✓							
Name displayed in powerpoint at BAS Awards Banquet				✓	✓	✓	✓	✓		
Logo on BAS Reunion web page	✓	✓	✓			✓				
Name on BAS Reunion web page				✓	✓		✓	✓	✓	
Acknowledgement in electronic event communications and promotions*	✓	✓								
One team of four in golf tournament	✓	✓				✓	✓	✓		
Opportunity to hang banner at golf check-in area	✓	✓								
Golf tournament hole sponsor sign	✓	✓	✓	✓		✓	✓	✓		✓
Sign recognition on beverage cart									✓	

* These elements are available if Sponsorship Agreement, Logo and any other artwork are received by February 13, 2015

Golf Tournament Registration (some teams are reserved for sponsors)

You may also register to participate in the golf tournament as an individual or team. **

Team Price (4 person): \$500

Individual Price: \$125

**Golf Tournament Registration is not considered a sponsorship.

Souvenir Book Ads (some placements are reserved for sponsors)

The BAS Reunion Memory Book is the finished trimmed size of A5 (landscape).

FULL PAGE COVER (with bleed)	A5 Landscape plus 1/8" bleed (8.5177" WIDE x 6.0768" TALL)	Available only to certain sponsors
FULL PAGE	7.75" WIDE X 5" TALL	\$650
HALF PAGE	3.75" WIDE x 5" TALL (horizontal) or 7.75" WIDE x 2.375" TALL (vertical)	\$350
QUARTER PAGE	3.75" WIDE x 2.375" TALL	\$150

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

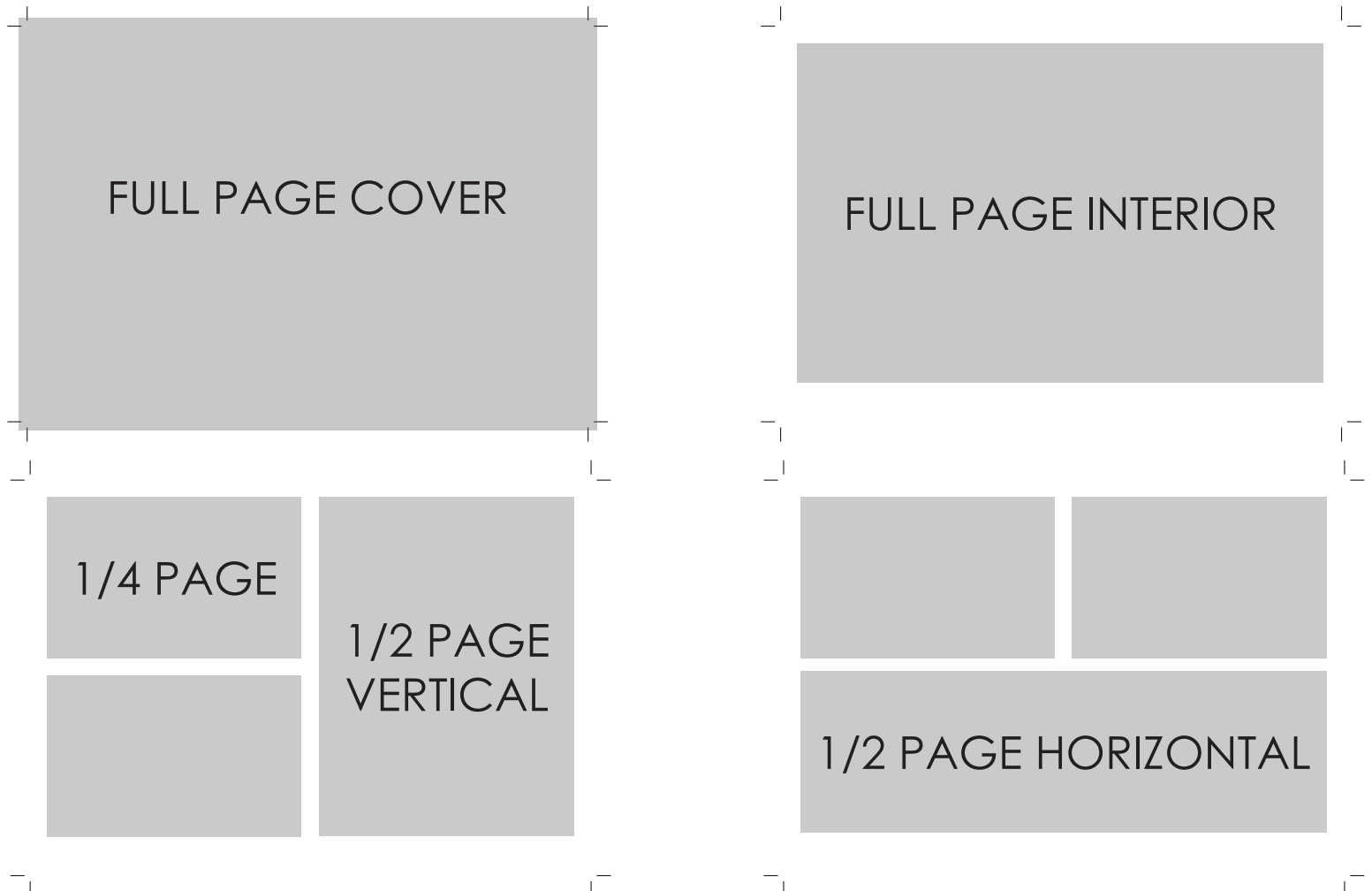
PREFERRED PROGRAMS: Illustrator, InDesign, Photoshop

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.

Ad sizes are illustrated below at 40% of scale.



**FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES CONTACT
TERRI DOVER, SENIOR DIRECTOR OF MARKETING AND RESOURCE DEVELOPMENT
(479) 575-6480 • SPONSORSHIPS@ARKANSASALUMNI.ORG • ARKANSASALUMNI.ORG/SPONSORSHIPS**



**BLACK
ALUMNI SOCIETY**

Your Connection Starts Here

BAS SPONSORSHIP/ADVERTISING AGREEMENT AND GOLF REGISTRATION

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

Sponsorship:

<input type="checkbox"/> Presenting Sponsor \$7,500 (includes Full Page congratulatory ad with bleeds in Souvenir Book)
<input type="checkbox"/> Platinum Sponsor \$5,000 (includes Full Page congratulatory ad with bleeds in Souvenir Book)
<input type="checkbox"/> Ruby Sponsor \$3,500 (includes 1/2 page congratulatory ad in Souvenir Book)
<input type="checkbox"/> Silver Sponsor \$2,500 (includes 1/4 page congratulatory ad in Souvenir Book)
<input type="checkbox"/> Table Sponsor \$800
<input type="checkbox"/> Golf Honors Scholar Sponsor \$2,000
<input type="checkbox"/> Golf Top Scholar Sponsor \$1,000
<input type="checkbox"/> Golf Senior Scholar Sponsor \$750
<input type="checkbox"/> Golf Beverage Cart Sponsor \$500 or Gift In Kind
<input type="checkbox"/> Golf Hole Sponsor \$250

Golf Tournament Registration (for non-sponsored participants):

<input type="checkbox"/> Team (4 person) \$500	<input type="checkbox"/> Individual \$125
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Advertising Placement (for non-sponsored ads):

<input type="checkbox"/> Full Page Color \$650	<input type="checkbox"/> Quarter Page Color \$150
<input type="checkbox"/> Half Page \$350	<input type="checkbox"/> Graphic Design Add on at \$50.

Total Amount: \$ _____

Contact Me, I am interested in providing a Gift-In-Kind sponsorship Decor or the Bar/Beverage needs for this event.

I have selected to enclose my payment

Check (payable to Arkansas Alumni Association memo:BAS) VISA MasterCard American Express Discover

Name (As it appears on the credit card) _____

Account # _____ Exp. Date _____

Signature of Card Holder _____

Sponsor/Advertiser/Registrant Agrees to pay to the full amount of agreement on or before February 13, 2015.

Additionally Sponsor/Advertiser Agrees to:

- Submit Artwork or appropriate content for BAS Reunion Souvenir Book ad by February 13, 2015.
- Provide appropriate company logos in appropriate electronic format, together with any style instructions necessary for appropriate display of said logos, to Arkansas Alumni Association within one week of agreement, but no later than February 13, 2015.
- Upon request, provide logo use and style approval within two business days, for promotional materials produced by the Arkansas Alumni Association.

Sponsor Signature: _____ **Date:** _____