



McNeese Alumni Association

McNeese State University • P.O. Box 90775 • Lake Charles, LA 70609 • William Gray Stream Center • 600 E. McNeese • Lake Charles, LA 70607
(337) 475-5232 • (337) 475-5281 FAX • 1-800-475-2586 • info@mcneesealumni.com

June 7, 2010

Our Corporate Sponsorship Program allows you to **promote your business** and support McNeese State University in a simple and effective way. As a member, your business receives **targeted advertising and special invitations to alumni events**, while your donation maintains alumni programs aimed at strengthening the university.

Attached is the list of benefits for the **\$500 - Associate, \$1,000 - Corporate, \$2,000 - Corporate Tailgate, and \$5,000 - Title Event** sponsorship levels. Funds generated from this program support the Alumni Association's efforts to recruit outstanding students, who become part of our community workforce and who support our local businesses. The Association also funds scholarships, provides student research grants, promotes programs that help with retention, awards excellence in teaching and research, and brings alumni back to the area with reunions and pre-game activities.

As a community partner, you are well aware of the important role that McNeese State University plays in southwest Louisiana. We hope that you will join with us in working together to keep McNeese strong. Please take a moment to **review the benefits designed to promote your company**, and if you have any questions I can be reached at 475-5232. Thank you for your consideration.

Sincerely,

Joyce Patterson
Director of Alumni Affairs



2010-2011

Sponsorship Levels

Sponsorships are effective September 1, 2010 thru August 31, 2011. In order to be listed in the fall alumni newsletter, your completed paperwork must be received by **Monday, August 2, 2010.**

CORPORATE SPONSOR (\$1,000.00)

Signage

All corporate sponsors will be featured on a large sign/banner at:

- Alumni pre-games - Sign is located at the entrance of the Alumni Grove where 700 people enter each of five home games.
- Alumni and Friends Golf Tournament – 150 alumni and friends attend.
- McNeese Alumni Ladies Champagne Bingo – 325 attend.
- Spring and Fall Gradfest – Over 1,000 graduating seniors attend each year.
- Annual Meeting and Crawfish Boil – Held each April for alumni donors and sponsors, over 600 attend.

Print

Your company will be featured in the following alumni mailings:

- Listing in the Alumni Homecoming Newsletter – mailed to over 27,000 households.
- Listing on the Ladies Champagne Bingo flier.
- Listing on the Alumni and Friends Homecoming Golf Tournament Flier

Website

All corporate sponsors will be featured on the alumni website by:

- Your logo displayed in rotator on the home page
- Your logo with a link to your website displayed on our “Sponsors” page

Tickets and Invitations

You will receive tickets or invitations to the following events:

- Pregame Parties – 10 tickets to enter the Alumni pregame area for each home pregame, a total of 60 tickets. (See tailgate package for additional information on pregame opportunities)
- Homecoming Events – Choice of \$100 off the price of a golf team in the Homecoming Golf Tournament or two complimentary tickets to the Ladies Champagne Bingo.
- Annual Meeting and Crawfish Boil in April – 4 complimentary crawfish tickets
- Christmas Bookstore Sale – Receive an invitation to attend the private sale held in November for alumni donors and sponsors, where you get a 25% discount.

CORPORATE SPONSOR / TAILGATE PACKAGE (\$2,000.00)

To purchase this package, you must be a qualified business. With this package, you will receive corporate sponsor status, with all the benefits listed above. In addition, you receive:

- Use of the front yard of the Alumni Center for one home pregame party.
 - This area can accommodate up to 150 people.
 - Event time should fall within 4:00 – 7:00 p.m. on game day.
 - These will be scheduled on a first-come, first-served basis.
 - You may purchase as many as you would like, each additional game is \$1,000.00
- Two port-a-lets
- Two parking spots in the Alumni parking lot
- Upon reserving, you will be provided with a copy of the tailgate policies for your game.
- A list of scheduled home games is found on the last page of this packet.

ASSOCIATE SPONSOR (\$500.00)

Signage

All associate sponsors will be featured with a smaller listing on a large sign/banner at:

- Alumni pre-games - Sign is located at the entrance of the Alumni Grove where approximately 700 people enter each of five home games.
- Alumni and Friends Golf Tournament –150 alumni and friends attend.
- McNeese Alumni Ladies Champagne Bingo –325 attend.
- Spring and Fall Gradfest – Over 1,000 graduating seniors attend each year.
- Annual Meeting and Crawfish Boil – Held each April for alumni donors and sponsors, over 600 attend.

Print

All associate sponsors will be featured with a smaller listing in the following alumni mailings:

- Listing in the Alumni Homecoming Newsletter – mailed to over 27,000 households.
- Listing on the Ladies Champagne Bingo flier
- Listing on the Alumni and Friends Homecoming Golf Tournament flier

Website

All associate sponsors will be featured on the alumni website by:

- Name displayed on the “Sponsors” page

Tickets and Invitations

All associate sponsors will receive tickets or invitations to the following events:

- Pregame Parties – 10 tickets to a pregame party *of your choice*.
- Annual Meeting and Crawfish Boil – 2 complimentary crawfish tickets

TITLE EVENT SPONSOR (\$5,000.00)

Special alumni events qualify as title events and this package allows a single sponsor to purchase the naming rights for an event of their choice. This sponsorship provides you the opportunity to:

- Set up your own display tent.
- We provide you a table for your displays.
- Up to 20 of your employees can attend to help promote your business during the event.
- You can give out handouts, giveaways and printed material (due to legal issues, credit card applications and solicitations are not permitted.)
- Your company name is featured on this events publications and news releases
- Your company name is featured on all tickets for this event, when applicable.
- A list of all available events can be found on the last page of this packet.



MSU Box 90775 • Lake Charles, LA • 70609
600 E. McNeese Street • Lake Charles, LA • 70607
Phone 337.475.5232 • Fax 337.475.5281
www.mcneesealumni.com • alumni@mcneese.edu

Sponsorship Levels

- Corporate Sponsor - \$1,000.00

- Corporate Sponsor Tailgate Package - \$2,000.00 *(includes corporate sponsorship and one game, please select)*
 - Saturday, September 4, 2010 – Lamar State University
 - Saturday, September 25, 2010 – Cal Poly University
 - Saturday, October 9, 2010 – Stephen F. Austin University
 - Saturday, October 30, 2010 – Nichols State University (Homecoming)
 - Saturday, November 13, 2010 – Texas State University
 - I would like to purchase an additional game(s) for \$1,000.00 each. All games are selected above.*

- Associate Sponsor - \$500.00

- Title Event Sponsor - \$5,000.00
 - LSU Tailgate (possible) – October 16, 2010
 - Homecoming Week Sponsor – October 23 – 20, 2010
 - Fall and Spring Gradfest – November 10, 2010 and April 2011 at Parra Ballroom
 - Annual Crawfish Boil – April 17, 2011 at Burton Coliseum
 - Maverick Luau – May 21, 2011 at Prien Lake Park Harbor's Edge Pavilion

Total Amount: \$ _____

Check Enclosed

Please Invoice

Sponsor Information

Company (as you would like it to appear in publications): _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Logo: Will email to alumni@mcneese.edu

Will print and return with form

Please return this form along with payment to **McNeese Alumni Association, MSU Box 90775, Lake Charles, LA 70609.**