NORFOLK STATE UNIVERSITY

HOMECOMING 2011
SPONSORSHIP PACKET

OCTOBER 27-30, 2011
About Norfolk State University

Norfolk State University was founded in 1935. Brought to life in the midst of the Great Depression, it provided a setting in which the youth of the region could give expression to their hopes and aspirations. At this founding, it was named the Norfolk Unit of Virginia Union University. In 1942, Norfolk State became the independent Norfolk Polytechnic College, and two years later an Act of the Virginia Legislature mandated that it become a part of Virginia State College.

Norfolk State was able to pursue an expanded mission with even greater emphasis in 1956 when another Act of the Legislature enabled the institution to offer its first Bachelor’s degree. The institution was separated from Virginia State College and became fully independent in 1969. Subsequent legislative acts designated the institution as a university and authorized the granting of graduate degrees. In 1979, university status was attained.

Today, the University is proud to be one of the largest predominantly black institutions in the nation. Furthermore, it is committed to pursuing its vital role of serving the people of the Hampton Roads area.

Norfolk State University is a public, urban, comprehensive university offering programs at the undergraduate and graduate levels. Norfolk State University adheres to the traditional purpose of the historically black university and espouses the tradition of service to its students, its alumni, the academy, the Commonwealth of Virginia, the nation, and the world.

About NSU Homecoming

Alumni activities at the Norfolk Division of Virginia State College (VSC) began on November 28, 1949 when the Norfolk Division of VSC Alumni Association was formally organized. At that time, one game during football season was designated as Homecoming and this concept has become increasingly successful as time passed. Each year over 40,000 alumni, students, friends and community partners come back to participate in this multifaceted celebration that has fostered a long legacy of fellowship, entertainment and Spartan pride.

OCTOBER 27-30, 2011
ABOUT THE NORFOLK STATE UNIVERSITY ALUMNI ASSOCIATION (NSUAA)

In 1969, when the University gained its independence, the position of Executive Secretary of the Alumni Association was created. Howard Adams, Class of 1964, was appointed to service the needs of the alumni. Meanwhile, the organization of the alumni association had begun creating chapters before the establishment of the University Office of Alumni Affairs. Alumni chapters in Cleveland, New York, and Washington, D.C. were established in the 1960s.

On May 29, 1971, chapter representatives from Chicago, Cleveland, Connecticut, Detroit, New Jersey, New York, Norfolk, the Peninsula, Richmond, and Washington, D.C. met in Norfolk to officially form the National Alumni Association of Norfolk State University. Committees on constitution and by-laws, nominations, and budget were appointed. All committees reported and the Constitution and by-laws were adopted at the next meeting, held on October 16, 1971. James E. Crawley, Class of 1962, was elected as the first national president.

The twenty-first century brings new challenges to the Norfolk State University Alumni Association, but the foundation has been firmly established and the course has been properly defined. The NSUAA has built a monument to its alma mater that will serve as a beacon to future generations of alumni. In July 2000, the Association adopted its new name – Norfolk State University Alumni Association. The Association received its 501(3)C tax exempt status and incorporated in 2003.

The purpose of the NSUAA is to organize, develop, and encourage alumni interest, while promoting educational objectives and activities of the University. Most importantly, the NSUAA

- Assists the University in its efforts to obtain public and private support;
- Assists the University in the recruitment and retention of students;
- Supports the development of career opportunities aided by the awarding of scholarships to deserving and needy students; and
- Communicates with alumni and friends in support of the University.
Crowning of Ms. Alumni with Reception

**Date:** Thursday, October 27, 2011  
**Time:** 7-9 p.m.  
**Venue:** TBD  
**Estimated Attendance:** 150

Ms. Alumni is the Goodwill Ambassador for the NSUAA. During her one-year term, she often represents the Association at social, community and educational events. Share in this special moment as Ms. Alumni receives her sash and marks the beginning of her reign.

NSU Alumni Association Welcome Home Party

**Date:** Friday, October 28, 2011  
**Time:** 9 p.m.-2 a.m.  
**Venue:** TBD  
**Estimated Attendance:** 750

Sponsored by the NSUAA, this is where we say, “Welcome Back,” to all our graduates and friends in a themed party environment. After you’ve enjoyed this event, rest assured that you will feel like Homecoming is back.

Homecoming Concert

**Date:** Saturday, October 29, 2011  
**Time:** 9-11 p.m.  
**Venue:** L. Douglas Wilder Performing Arts Center  
**Estimated Attendance:** 1,500

Co-sponsored by Norfolk State University and the NSUAA, this concert will feature an assorted musical lineup that will appeal to a wide range of professionals and draw patronage from a diverse population of students, alumni and friends ages 21-75.

Sunday Worship Service

**Date:** Sunday, October 30, 2011  
**Time:** 9-11 a.m.  
**Venue:** TBD  
**Estimated Attendance:** 100

End Homecoming 2011 with an uplifting worship service that will help you extend the good feelings experienced throughout the weekend. It’s the perfect start to your journey home.
NSU Alumni Association
Corporate Sponsorship Package

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<tr>
<th>Sponsor Level</th>
<th>Amount</th>
<th>Details</th>
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| Silver Sponsor | $2,500 | As a Silver Sponsor, you will receive:  
- Corporate signage and company recognition at the Crowning of Ms. Alumni and the NSUAA Welcome Home Party  
- Full page advertisement in the Homecoming 2011 Commemorative Souvenir Book  
- Display/distribute company promotional materials at the NSUAA Welcome Home Party & Crowning of Ms. Alumni  
- Silver sponsor recognition in the Homecoming 2011 Commemorative Souvenir Book  
- Five (5) tickets to the NSUAA Welcome Home Party  
- Five (5) tickets to the NSU Homecoming Football Game |
| Bronze Sponsor | $1,000 | As a Bronze Sponsor, you will receive:  
- Corporate signage and company recognition at the NSUAA Welcome Home Party  
- Half page “8x5” advertisement in the Homecoming 2011 Commemorative Souvenir Book  
- Display/distribute company promotional materials at the Crowning of Ms. Alumni  
- Bronze Sponsor recognition in the Homecoming 2011 Commemorative Souvenir Book  
- Three (3) tickets to the Welcome Home Party  
- Three (3) tickets to the NSU Homecoming Football Game |
| Partner Sponsor | $500 | As a Partner Sponsor, you will receive:  
- Corporate signage and company recognition at the NSUAA Welcome Home Party  
- Quarter page “4x5” advertisement in the Homecoming 2011 Souvenir Book  
- Recognition in the Homecoming 2011 Commemorative Souvenir Book as a partner sponsor  
- Three (3) tickets to the Welcome Home Party  
- Three (3) tickets to the NSU Homecoming Football Game |
| Friend Sponsor | $250 | As a Friend Sponsor, you will receive:  
- Corporate signage and company recognition at the Crowning of Ms. Alumni  
- Recognition in the Homecoming 2011 Commemorative Souvenir Book as a friend sponsor  
- Two(2) tickets to the Welcome Home Party  
- Two(2) tickets to the NSU Homecoming Football Game |

In-Kind Contributions

The NSU Alumni Association welcomes donors of all sizes to participate in the Homecoming sponsorship effort. Any potential benefits will vary depending upon the details of the contribution. If you would like to provide goods or services, please contact Shawna Baines at (757) 642-7192 or DeWayne Wilcher at (301) 882-8785. You may complete the sponsorship form attached at the end of this document. Your assistance is not only valued, but needed, and we thank you for your assistance in making Homecoming 2011 a success!
NORFOLK STATE UNIVERSITY ALUMNI ASSOCIATION
HOMEcoming 2011

SPONSORSHIP FORM

Organization Name _____________________________________________

First Name _________________________________________  Last Name _______________________________________

Business Address _____________________________________________________________________________________

City ______________________________________________  State __________  Zip Code _______________________

Email address ___________________________________  Phone _________________________  Fax ___________________

Website __________________________________________________________________________________________

Sponsorship Package (Please put a check next to the statement which best describes your decision)

☐ Yes, my organization will sponsor the NSUAA Homecoming 2011 at the following level:

☐ Silver Sponsor $2,500   ☐ Bronze Sponsor $1,000   ☐ Partner Sponsor $500

☐ Friend Sponsor $250   ☐ In-Kind Contributions _____________________________

Checks should be made payable to the NSU Alumni Association.

☐ Yes, my organization will sponsor the NSUAA Homecoming 2011 at the __________________________ level.

☐ Yes, I’ve also included a CD with two versions of my logo (high and web resolution)

Mail form to:
Norfolk State University Alumni Association
Attention: Homecoming Committee
P.O. Box 12842
Norfolk, VA 23451

For more information regarding the NSUAA Homecoming 2011 sponsorship packages, please contact Shawna Baines at (757) 642-7192 or DeWayne Wilcher at (301) 882-8785.
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