

College





Sponsorship Proposal October 26-29th



WHAT IS SPELHOUSE

Ocotober 26-29 marks the annual Spelman and Morehouse (SpelHouse) Homecoming. This celebration typically garners more than 15,000 alumni attendees over the course of the weekend to foster and encourage a spirit of philantrhopy and community.

The SpelHouse Class of 2008 will celebrate 15 years during this year's 2023 Homecoming celebration. An expected 500+ members of the Class of 2008 will return to the Atlanta University Center (The AUC) to reconnect with clasmates and friends that turned into family.





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Thursday, Oct 26, 2023 Class Happy Hour & Bonfire

Friday, Oct 27, 2023

Olive Branch Alumni Day Party & Class Party

Saturday, Oct 28, 2023

Tailgate **

The premiere event of the weekend, where attendees enjoy music, dancing, conversation and more against the backdrop of their collegiate experience. Attendees include alumni of Spelhouse, as well as current students and professionals ranging from recent college graduates and beyond. Corporate sponsors and variouos organizations also create experiential events at their tents for attendees.

Sunday, Oct 29, 2023 Class Brunch





Since 2004, the Spelman and Morehouse College Class of 2008 have proven to be group of trailblazing, resilient change agents who are committed to making an impact. We range in professions, fields, and talents, united under one common goal - to serve our beloved alma maters.

Partnering with the Class of 2008 grants exposure and connection to an active network of professionals across the country.

Graduates **1,030+**

Followers

1,250+

Subscribers 550

Click Rate

80%

TOP INDUSTRIES

- Education
- Medicine
- Legal
- Arts/Entertainment
- Business

TOP REGIONS

- East Coast
- South

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FRIEND OF '08: \$500 or InKind Equivalent

- Logo on class websites
- 1 Instagram post promoting the organization

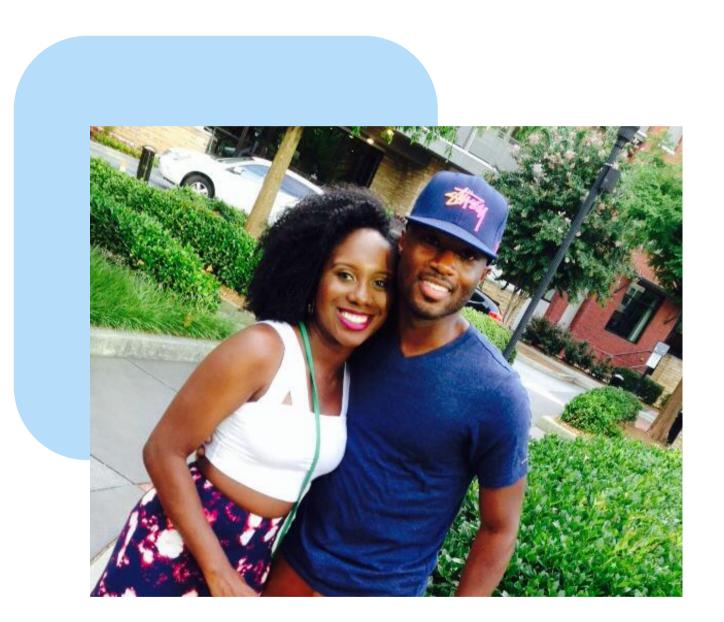
BRONZE LEVEL: \$1,000 or InKind Equivalent

- Logo on class websites
- Included 2 Instagram posts promoting the organization
- Marketing collateral to be distributed at Class of 2008-hosted events (subject to space availability and regulations); to be provided by the sponsoring organization.

SILVER LEVEL: \$5,500 or InKind Equivalent

- Logo on class websites and email distribution
- Included in 3 Instagram posts promoting the organization (across 2 accounts)
- Verbal recognition at Class of 2008-hosted events
- 4 tickets to Events: Friday Night + 4 tickets to Class Brunch
- Marketing collateral to be distributed at Class of 2008-hosted events (subject to space availability and regulations); to be provided by the sponsoring organization.





GOLD LEVEL: \$10,000 or InKind Equivalent

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- Verbal recognition at Class of 2008-hosted events
- Opportunity to speak during Class Brunch
- organization.

PLATINUM LEVEL: \$15,000 or InKind Equivalent

- Verbal recognition at Class-hosted events
- Opportunity to speak during Class Brunch
- Concept and placement to be discussed.
- organization.

• Top logo recognition on class websites, email distribution, and event signage • Included in 6 Instagram posts promoting the organization (3 on each Class's

• 6 tickets to Events: Friday Night + 6 tickets to Class Brunch • Marketing collateral to be distributed at Class of 2008-hosted events (subject to space availability and regulations); to be provided by the sponsoring

• Top logo recognition on class websites, email distribution, and event signage • Inlcluded in 8 Instagram posts promoting the organization • 8 tickets to Events: Friday Night + 8 tickets to Class Brunch • Potential brand activiation for one Class of 2008-hosted signature event. • Marketing collateral to be distributed at Class of 2008-hosted events (subject

to space availability and regulations); to be provided by the sponsoring

FOR YOUR CONSIDERATION

For questions and inquiries, please email: spelhouse08@gmail.com

Shayla Wilson Spelman Class President





Greg Davis Morehouse Class President