



Homecoming

SPELHOUSE

08

Sponsorship Proposal
October 26-29th



WHAT IS SPELHOUSE

Homecoming

October 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 philanthropy 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 classmates and friends that turned into family.



Signature EVENTS

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 various organizations also create experiential events at their tents for attendees.

Sunday, Oct 29, 2023

Class Brunch



Our REACH

Since 2004, the Spelman and Morehouse College Class of 2008 have proven to be a 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+

Subscribers

550

Followers

1,250+

Click Rate

80%

TOP INDUSTRIES

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

TOP REGIONS

- East Coast
- South

SPONSORSHIP *Levels*

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

- Top logo recognition on class websites, email distribution, and event signage
- Included in 6 Instagram posts promoting the organization (3 on each Class's page)
- 6 tickets to Events: Friday Night + 6 tickets to Class Brunch
- Verbal recognition at Class of 2008-hosted events
- Opportunity to speak during 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.

PLATINUM LEVEL: \$15,000 or InKind Equivalent

- Top logo recognition on class websites, email distribution, and event signage
- Included in 8 Instagram posts promoting the organization
- 8 tickets to Events: Friday Night + 8 tickets to Class Brunch
- Verbal recognition at Class-hosted events
- Opportunity to speak during Class Brunch
- Potential brand activation for one Class of 2008-hosted signature event. Concept and placement to be discussed.
- Marketing collateral to be distributed at Class of 2008-hosted events (subject to space availability and regulations); to be provided by the sponsoring organization.

Thank You

FOR YOUR CONSIDERATION

For questions and inquiries, please email:
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Shayla Wilson
Spelman Class President



Greg Davis
Morehouse Class President