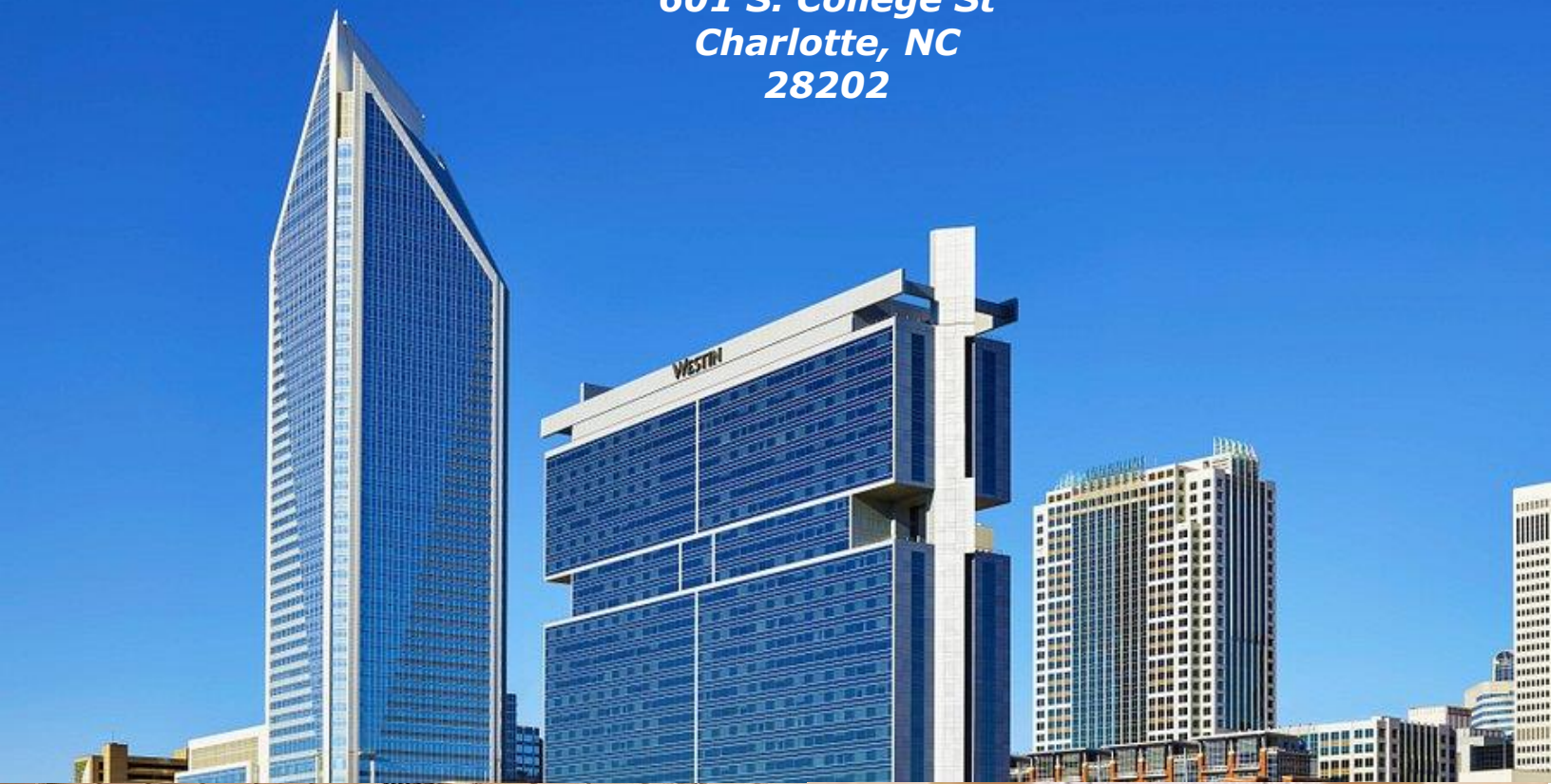


# 2023 Corporate Sponsorship Prospectus

**46TH MID-WINTER CONFERENCE, CHARLOTTE, NC**  
March 2 – March 5, 2023



**Westin Charlotte**  
**601 S. College St**  
**Charlotte, NC**  
**28202**



# **Alcorn State University National Alumni Association, Incorporated**

## **Annual Convention**

The annual convention of the Alumni Association, hereinafter referred to as the “**Mid-Winter Conference**”, will be from March 2<sup>nd</sup> through March 5<sup>th</sup> of 2023 in Charlotte, NC. The primary purpose of the meeting is to elect officers, receive reports, and transacting such other business as shall properly come before the Alumni Association.

Approximately 400 to 500 Alcorn Alums (Alcornites) from across the country, Students, University Officials, Faculty, and Staff, all convene to celebrate the progress of the university and to plan for the future.

Participants will have an opportunity to attend multiple workshops for personal growth, visit our vendor exhibits, and fellowship at luncheons as well as the gala.



CHARLOTTE

North Carolina

# **Alcorn State University National Alumni Association, Incorporated**

## ***MISSION & OBJECTIVES***

The mission of the Alumni Association is to communicate with and bring value to the alumni body and to support, actively and financially, the goals of the University. The goal of the Alumni Association is to promote the best interests of Alcorn State University and its alumni. The objectives are:

- To promote and provide services to Alcorn State University, its students and alumni.
- To encourage continued growth, personally and professionally, and a spirit of fellowship among alumni.
- To assist in the recruitment of students.
- To work and plan in securing gifts to the University and to expand the financial support by alumni and other contributors.
- To recognize the distinguished services of the alumni.

**Presenting Sponsor ----- \$50,000**

- Primary Brand Sponsor during the entire MWC
- Preference of selecting rights to events with marketing and branding options
- Full Page Ad in the souvenir journal with preference of location
- Includes all options listed in the “Gold Sponsor” level
- Additional options available and negotiated upon request\*

**Platinum Sponsor ----- \$25,000**

- Major (Secondary) Brand Sponsorship options during the entire MWC
- Preference of selecting rights to events with marketing and branding options
- Full Page Ad in the souvenir journal with preference of location
- Includes all options listed in the “Gold Sponsor” level
- Additional options available and negotiated upon request\*

**Gold Sponsor ----- \$10,000**

- Presented By Company Name and Logo on Full Page of Souvenir Journal as a Presenting Sponsor during MWC
- Introduction and Brand Recognition as Presenting Sponsor during MWC
- Representative Participation in Grand Opening
- Brand Recognition as Presenting Sponsor in Souvenir Journal
- Full Page Ad of the Souvenir Journal
- 1 Prominently Located Reserved Table of Eight (8) at selected event during MWC
- Company Signage Options during MWC at select facility locations (max of 4)\*
- Recognition on MWC and/or Chapter Website and Social Media
- Table Signage
- Speaking and Acknowledgment options during selected events during MWC

**Silver Sponsor ----- \$5,000**

- MWC Presented By Company Name and Logo on Full Page of Souvenir Journal as a Silver Sponsor during MWC
- Company Signage Options during MWC at select facility locations (max of 2)\*
- Representative Participation in Grand Opening
- Brand Recognition as Silver Sponsor in Souvenir Journal
- Reserved Table seating of six (6) at selected event during MWC
- Recognition on MWC Chapter Website and Chapter Social Media
- Table Signage

**Bronz Sponsor ----- \$2,500**

- Brand Recognition as a Silver Sponsor in Souvenir Journal
- Company may provide Signage for placement at the Gala (max of 1)\*
- Reserved Table seating for four (4) at selected event during MWC
- Full-Page Ad in Souvenir Journal
- Recognition on Chapter Website and Chapter Social Media
- Table Signage

**Table Sponsor ----- \$1,750**

- Brand Recognition as a Table Sponsor in Souvenir Journal
- Full-Page Ad in Souvenir Journal
- 1 Reserved Table of Ten (10)
- Table Signage

\*Additional options available and negotiated upon request

PLEASE PRINT LEGIBLY AND EMAIL COMPLETED FORM TO [MWCSponsors2023@gmail.com](mailto:MWCSponsors2023@gmail.com)

## PRIMARY CONTACT

				COMPANY / ORGANIZATION	
FIRST	MIDDLE	LAST NAME	SUFFI	YEAR OF	
ADDRESS			CITY	STATE	ZIP
CONTACT PHONE		EMAIL			

DO YOU HAVE A DISABILITY? NO  HEARING-IMPAIRED  VISION-IMPAIRED  WHEELCHAIR-ACCESSIBLE

DO YOU HAVE ANY SPECIAL DIETARY REQUIREMENTS? NO  VEGETARIAN  OTHER \_\_\_\_\_

WHICH OF THE IOS/MOBILE DEVICE DO YOU OWN? (CHECK ALL THAT APPLY) ANDROID  IPHONE  IPAD  KINDLE

- PRESENTING \$50,000+
- PLATINUM PARTNER \$25,000+
- GOLD PARTNER \$10,000+
- SILVER PARTNER \$5,000+
- BRONZE PARTNER \$2,500+
- TABLE PARTNER \$1,750+
- FULL PAGE AD \$250
- HALF PAGE AD \$150
- PATRON AD \$50

## CONVENTION ACTIVITY PARTNERSHIP

### MARQUEE EVENTS

- LEGACY LUNCHEON \$25,000
- GALA/BANQUET \$50,000

### OTHER PARTNERSHIP

- PRINTING \$5,000
- AUDIO-VISUAL EQUIPMENT \$10,000
- CONVENTION BAGS \$15,000
- REGISTRATION (CVENT) \$25,000
- EMAIL BLAST \$5,000

### SPECIAL ENGAGEMENT OPPORTUNITIES

- BOARD OF DIRECTORS DINNER \$10,000
- PRESIDENTIAL RECEPTION \$10,000

MARQUEE EVENTS MAY HAVE TWO OR MORE CO-PARTNERS. ASUNAA RESERVES THE RIGHT TO SELECT THOSE CO-PARTNERS. (PLEASE NOTE THAT INDICATING AN INTEREST DOES NOT GUARANTEE THAT YOU WILL BE ABLE TO PARTNER WITH THE EVENT.)

I, \_\_\_\_\_, acknowledge late move-ins and early move-outs require approval. Saturday move-outs are prohibited. Move-in and move-out dates are strictly enforced.

**NO PERSONAL CHECKS WILL BE ACCEPTED. PAYMENT DUE BY JANUARY 31, 2023.**

CERTIFIED CHECK/MONEY ORDER  VISA  MASTERCARD  AMEX

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

PLEASE PRINT LEGIBLY AND EMAIL COMPLETED FORM TO [MWCSponsors2023@gmail.com](mailto:MWCSponsors2023@gmail.com)

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_ ALT. PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

TYPE OF BUSINESS: CORPORATION  SOLE PROPRIETOR  LIMITED LIABILITY  SUBCHAPTER  OTHER

REGISTRANT CATEGORY: RETAIL GENERAL  RETAIL GREEK APPAREL  WELLNESS & AWARENESS  OTHER

STATE OF INCORPORATION OR LICENSING \_\_\_\_\_ YEAR OF CREATION \_\_\_\_\_

STATE REGISTRATION NUMBER \_\_\_\_\_ FEDERAL EMPLOYER ID NUMBER OR SSN \_\_\_\_\_

T-SHIRTS  SWEATSHIRTS  SWEATERS  PICTURES/PAINTINGS  JACKETS

STATIONARY/CARDS  JEWELRY  WOOD ITEMS

SPECIALTY ITEMS  \_\_\_\_\_

OTHER  \_\_\_\_\_

PLEASE BE AWARE THAT YOU MAY BE ASKED TO SHOW OFFICIAL LICENSING FOR THE FOLLOWING ORGANIZATIONS IF YOU PLAN ON SELLING THEIR PARAPHERNALIA AT THE CONVENTION.

DELTA SIGMA THETA  ZETA PHI BETA  OMEGA PSI PHI  ALPHA KAPPA ALPHA  PRINCE HALL MASONS

KAPPA ALPHA PSI  IOTA PHI THETA  PHI BETA SIGMA  SIGMA GAMMA RHO  ALPHA PHI ALPHA

OTHER

I, \_\_\_\_\_, acknowledge late move-ins and early move-outs require approval plus a \$300 non-refundable fee. Saturday move-outs are prohibited. Move-in and move-outs dates are strictly enforced.

**NO PERSONAL CHECKS WILL BE ACCEPTED. PAYMENT DUE BY JANUARY 31, 2023.**

1 BOOTH (10X10) \$1,000  2 BOOTHS (10X20) \$1,750  3 BOOTHS (10X30) \$2,500

VISA  MASTERCARD  AMEX

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_



I, \_\_\_\_\_, doing business as an (circle one) individual/entity (hereinafter "or"), do hereby apply for exhibiting space at ~~the 46<sup>th</sup> Mid-Winter Conference~~ to be held in Charlotte, NC at the Westin Hotel from March 2 to March 5, 2023. I understand, acknowledge, and agree to be bound by the provisions and conditions set forth herein and as follows:

- 1. That exhibitor will not use unauthorized trademarks or other Intellectual Property ("IP") without first obtaining a current, validly executed, and non-exclusive license from the entity, itself.
- 2. That at all times exhibitor will confine its wares to and only sell its wares at its assigned table space during the conference/convention period beginning after **9:00 AM on March 2, 2023 to 5:00 PM on March 5, 2023.** Exhibitor must also prominently display its Licensing Certificate at all times. In addition, exhibitor must complete the attached sheet titled "Exhibitors Goods and Wares," listing in complete details all the goods and wares exhibitor has been approved to sell.

fee. Saturday move-outs are prohibited. Move-in and move-out dates are strictly enforced.

6. ASUNAA has **sole discretion and authority to decide upon the suitability of any item for sale.** Such decisions will be made in good faith and will be limited to wares that are defective; torn; pose as a safety hazard; immoral; offensive; lacking cation of the rights conferred upon exhibitor and forfeiture of all fees paid.

5. That exhibitor shall not sell its wares or otherwise transact business after **5:00 PM on March 5, 2023.**

of character; demeaning to any race, religion, creed, sex; contrary to the mission, philosophy, and objectives of ASUNAA; or otherwise inappropriate for public viewing and consumption.

**7. That all exhibitor pricing are non-refundable.**

8. That nothing herein confers any rights upon or to exhibitor except the right to display and sell its wares during the above period and at the assigned space. In the event exhibitor sells goods or merchandise outside the time frame set herein, exhibitor acknowledges that he/she is guilty of trademark infringement and is liable for all consequential damages including, but not limited to, reasonable attorney's fees and court costs.

9. That exhibitor has obtained the appropriate license(s) from the respective trademark owners to sell or otherwise use their trademarks in conjunction with the listed goods and wares, and in the event it has not, that it will indemnify and reimburse ASUNAA for all costs and fees incurred (including but not limited to court costs and attorney's fees) in defending or responding against a claim of infringement.

10. That ASUNAA reserves the right to demand that Licensee selling goods and wares of other organizations must provide ASUNAA with proof of authority to do so. Failure to do so may result in removal of exhibitor from event.

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Date

PLEASE PRINT LEGIBLY AND EMAIL COMPLETED FORM TO "TBA".:

EXPO REGISTRATION AND AGREEMENT FORM MUST BE POSTMARKED BEFORE JANUARY 31, 2023.



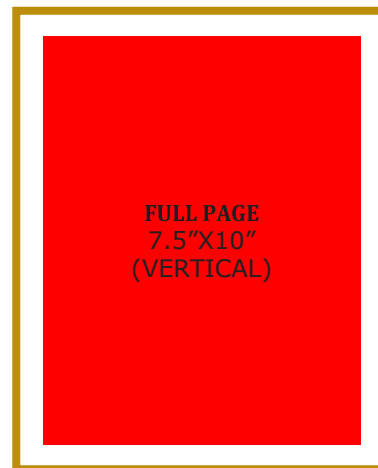
# CHARLOTTE

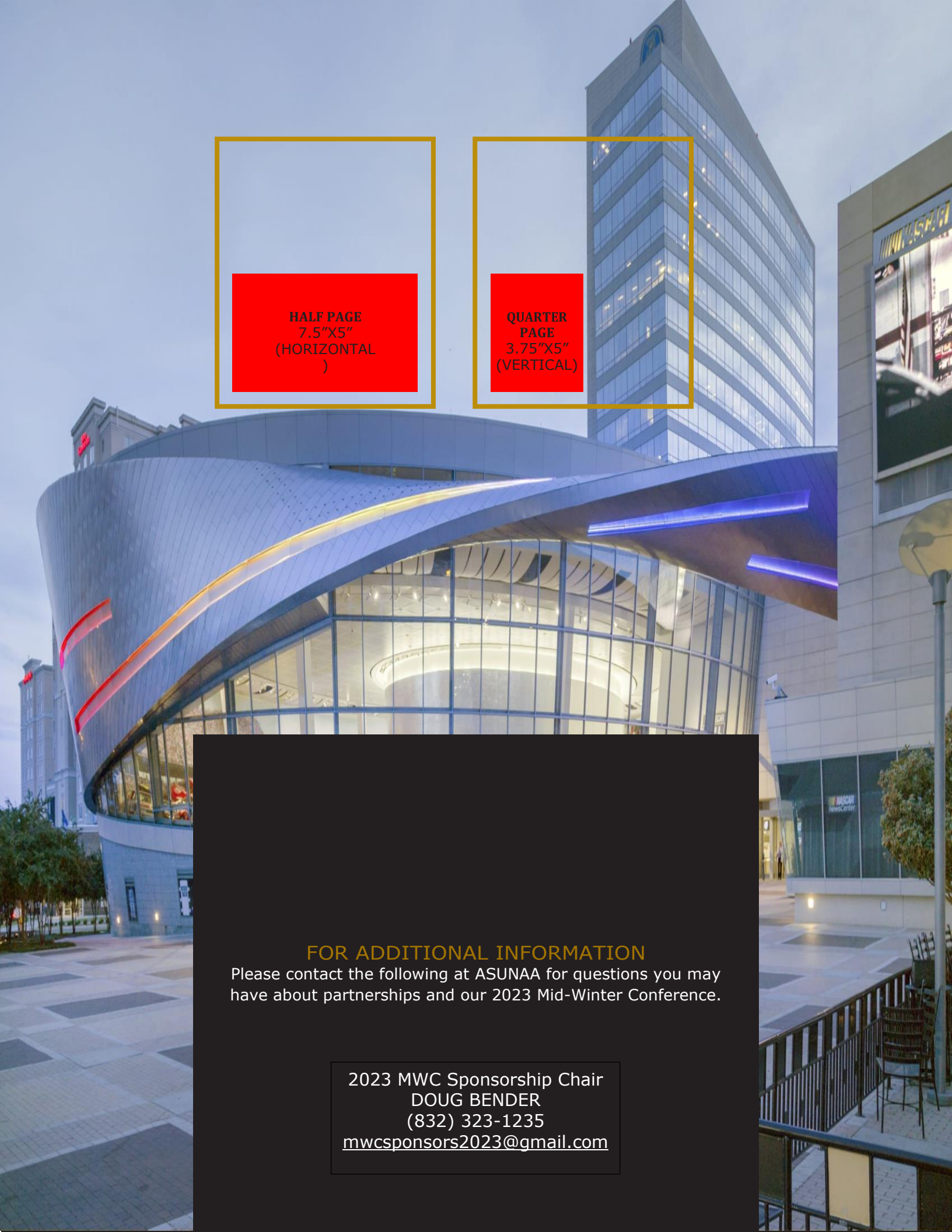
North Carolina

Specified corporate participants are entitled to an advertisement in our Mid-Winter Conference Program. All advertisements must conform to the listed specifications and be received by **JANUARY 31, 2023**.

**EMAIL: MWCSPONSORS2023@GMAIL.COM**

- FULL PAGE – 7.5"X 10" VERTICAL
- HALF PAGE – 7.5"X 5" HORIZONTAL
- QUARTER PAGE – 3.75"X 5.0"
- ELECTRONIC FILE FORMATS  
ACCEPTED: PDF OR JPEG
- NO BLEEDS. A BORDER WILL OUTLINE EACH PAGE IN THE FINAL PROGRAM
- NO COLOR OR BLACK AND WHITE PHOTOCOPIES, FACSIMILE, OR INCOMPLETE ELECTRONIC FILES WILL BE ACCEPTED.





**HALF PAGE**  
7.5"X5"  
(HORIZONTAL  
)

**QUARTER  
PAGE**  
3.75"X5"  
(VERTICAL)

**FOR ADDITIONAL INFORMATION**

Please contact the following at ASUNAA for questions you may have about partnerships and our 2023 Mid-Winter Conference.

2023 MWC Sponsorship Chair  
DOUG BENDER  
(832) 323-1235  
[mwcsponsors2023@gmail.com](mailto:mwcsponsors2023@gmail.com)

**2023 MID-WINTER CONFERENCE CHARLOTTE PROSPECTUS**