

# 40 UNDER 40

## Outstanding Leaders Under 40 SPONSORSHIP PACKAGE



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Outstanding Leaders Under 40

November 20, 2025

Student Center

Claflin University



# Dear Sponsor,

We invite you to partner with us for the 2025 Outstanding Leaders Under 40 Awards, a prestigious celebration honoring Claflin University alumni who are transforming industries, serving communities, and inspiring change across the nation.

This highly anticipated black-tie affair spotlights exceptional young professionals who embody Claflin's unwavering commitment to excellence, leadership, and service. These honorees are not just rising stars, they are trailblazers who represent the promise of what's possible when education, passion, and purpose align. However, this evening is about more than recognition, it's about reinvestment.

Proceeds from the gala directly support scholarships and leadership development initiatives for current Claflin students. Your sponsorship will help eliminate financial barriers and create life-changing opportunities for the next generation of visionaries, scholars, and change agents.

By partnering with us, your organization will not only be associated with innovation, legacy, and empowerment. You will be part of a movement that affirms Claflin's proud tradition of producing global leaders. Together, we can ensure that the future shines even brighter.

Enclosed, you'll find our sponsorship package, which outlines meaningful opportunities for brand visibility, community impact, and connection with a network of mission-driven professionals.

We would be honored to collaborate with you and are happy to answer any questions as you consider joining us for this extraordinary occasion.

**With sincere appreciation,**



Jamila Rasheed, '13

**President, Young Alumni Council**



Veronica Cohen

**Associate VP of Institutional Advancement**



Zelda M. Lee, '77

**Director of the Annual Fund/ Alumni Relations**

# About Us

Claflin University is a beacon of academic achievement and cultural significance. With a legacy dating back to 1869, Claflin University has consistently been ranked among the top HBCUs in the nation, known for its commitment to developing visionary leaders. Our student body is composed of over 2000 bright and ambitious individuals, with 93 of our students receiving some form of financial aid, reflecting our dedication to accessibility and inclusivity.

## Claflin University by the Numbers:

- Top 12 HBCU in the nation, according to U.S. News & World Report.
- #1 HBCU in South Carolina
- #7 Ranked private HBCU
- #1 in alumni giving for 25 years
- 85% of our students engage in internships, undergraduate research, or other experiential learning opportunities
- 90% job or graduate school placement rate within six months of graduation.

## The Outstanding Leaders Under 40 Gala

Our Outstanding Leaders Under 40 Gala is more than just an awards ceremony; it is a celebration of the dynamic young alumni who are making significant contributions in their respective fields. These leaders exemplify the values of Claflin University, and their achievements are a testament to the educational support they received at Claflin University.



# Your Impact



We are reaching out to you because we believe that your organization shares our commitment to fostering the next generation of leaders. By becoming a sponsor of the Outstanding Leaders Under 40 Gala, you will not only be aligning with a prestigious institution but also making a tangible difference in the lives of our students.

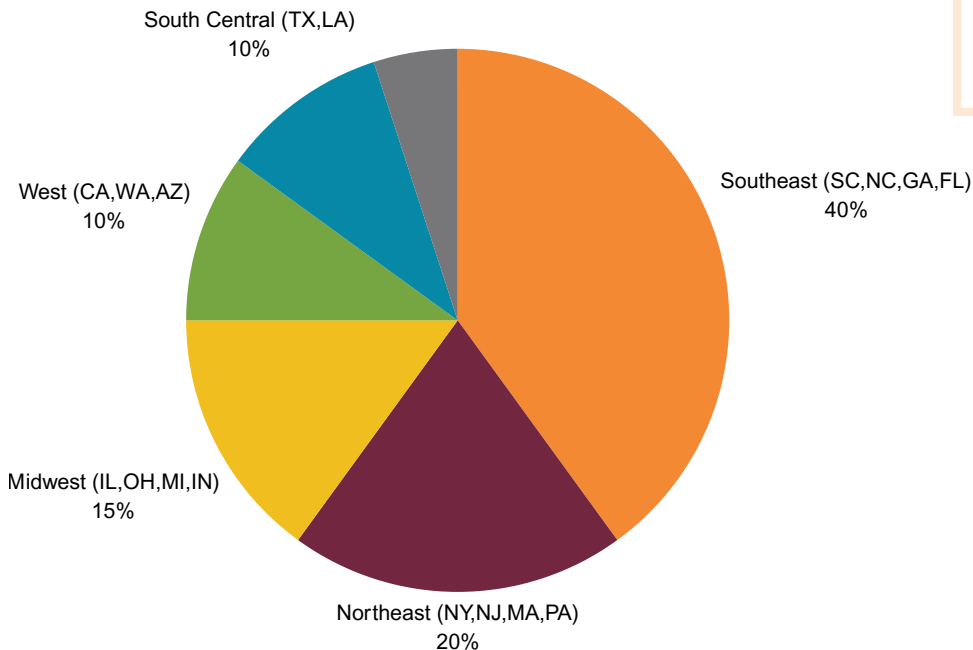
Your generous support will be directly channeled into scholarships for deserving students, helping them to overcome financial barriers and pursue their academic and professional dreams. This is more than a donation; it is an investment in the future.

# Brand Visibility

Thank you for considering a sponsorship opportunity at our upcoming 2025 Outstanding Leaders Under 40 event! This year is an exclusive opportunity to get your brand in front of distinguished attendees and major companies. Here's a quick snapshot:

- **Audience:**
  - 300-500 Attendees
- **Demographics:**
  - Ages: 25-75
  - Professionals, Entrepreneurs and Corporate Executives
  - Diverse & highly engaged alumni
- **Engagement Features**
  - Red Carpet Experience
  - Awards Presentation
  - Live Entertainment
  - Social Media Integration
  - Post-Awards After Party

## Our Attendees



## Past Sponsors

*Tito's*



*Handmade*  
VODKA



**MOX**



CENTRAL CAROLINA  
COMMUNITY FOUNDATION



# Sponsorship Levels

## PRESENTING SPONSOR \$15,500

- **Exclusive Naming Rights:** Presenting sponsor. "Presented By" status throughout the gala. Premier placement of logo and hyperlink on Claflin University's YAC webpage. Premier logo on all event signage and advance promotion.
- **VIP Experience:** One full table and premium seating at the gala (10 tickets). 10 Tickets to the Closing reception.
- **Press | Media:** "Presented By" status on all media mentions. Press release announcing sponsorship. Sponsorship recognition on gala social media posts.
- **Speaking Opportunity:** Opening or closing remarks at Gala. (2 minutes). 30-sec video welcome message on Claflin University's YAC social media.

## PLATINUM \$10,500

- **Branding Opportunity:** Logo displayed in the ballroom and on event signage. Logo and hyperlink on Claflin YAC webpage.
- **Press | Media:** Sponsorship Recognition on social media posts.
- **40 Under 40 Gala Experience:** One full table (10 tickets) and premium seating. 6 tickets to VIP Reception

## GOLD \$5,500

- **Branding Opportunity:** Logo displayed on event signage. Logo and hyperlink on Claflin YAC webpage.
- **Press | Media:** Sponsorship recognition on social media posts.
- **40 Under 40 Gala Experience:** One full table (10 tickets). 4 tickets to VIP Reception

## SILVER \$3,500

- **Branding Opportunity:** Logo displayed on event signage.
- **Press | Media:** Sponsorship recognition on social media posts.
- **40 Under 40 Gala Experience:** Half table (5 Tickets). 2 tickets to VIP Reception

# Alternative Sponsorships

## "Lights, Camera, Legacy!" Sponsor \$1,000

**Sponsor the red carpet experience, which includes branded step-and-repeat backdrops, media coverage, and on-site interviews.**

### **Sponsor Benefits:**

- Logo included on step-and-repeat backdrop
- Brand mention in red carpet promotions
- On-air sponsor shoutout in interviews

## "Capture the Legacy" Sponsor \$1,000

**Sponsor a branded photo booth or 360 video booth at the event.**

### **Sponsor Benefits:**

- Logo included on photo/video frames
- Mention in event recap and social media posts
- Option to include a digital ad with each photo email/text

## "Legacy in Print" Sponsor \$1,250

**Sponsor the printed & digital event program distributed to all attendees.**

### **Sponsor Benefits:**

- Full-page ad in the program
- Logo on page footers
- Option for sponsor message placed in program booklet.

## "Powered by Innovation" Sponsor \$1,000

**Support the live-streaming, digital program booklets, or interactive app used during the event.**

### **Sponsor Benefits:**

- Sponsored hashtag co-branded with company name
- Tagged shoutouts during the event
- Custom ad placement in digital program



# Alternative Sponsorships

## "Raise the Glass" Sponsor \$2,000

**Sponsor the bar area during the awards ceremony. This includes signage and custom cocktail branding.**

### **Sponsor Benefits:**

- Signature cocktail named after sponsor
- Bar area signage
- Social media callout with hashtag

## "Main Stage Moment" Sponsor \$2,500

**Sponsor the evening's musical entertainment or special performance.**

### **Sponsor Benefits:**

- Verbal recognition before and after the performance
- Logo featured during entertainment segment
- Name listed in entertainment promotions

## "Vision in Style" Sponsor \$3,000

**Provide funding for the décor elements that shape the ambiance of the evening, from centerpieces to lighting installations.**

### **Sponsor Benefits:**

- "Decor powered by..." signage at entrance and on stage
- Recognition in the program booklet
- **40 Under 40 Gala Experience:** Half table (5 Tickets). 2 tickets to VIP Reception

## "The Encore" Sponsor \$3,500

**Sponsor the after-party celebration following the awards.**

### **Sponsor Benefits:**

- Exclusive naming rights (e.g., "The Encore presented by [Sponsor]")
- Logo on party flyers, wristbands, and signage
- Mention by DJ/host throughout the night



# Sponsorship Commitment Form

Sponsorships can also be  
purchased online by scanning  
the following QR code.



## Contact Information

Company Name: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I/my company will sponsor the Claflin University's Outstanding Leaders Under 40 Award at the following level:

- |   |  |                               |
|---|--|-------------------------------|
| <input type="checkbox"/> \$15,500 Presenting Sponsor  | <input type="checkbox"/> Alternative Sponsorship |                               |
| <input type="checkbox"/> \$10,500 Platinum Sponsor  | — "Lights, Camera, Legacy" Sponsor               | — Raise the Glass" Sponsor    |
| <input type="checkbox"/> \$5,500 Gold Sponsor   | — "Capture the Legacy" Sponsor                   | — "Main Stage Moment" Sponsor |
| <input type="checkbox"/> \$3,500 Silver Sponsor   | — "Legacy in Print" Sponsor                      | — "Vision in Style" Sponsor   |
|   | — "Powered by Innovation" Sponsor                | — "The Encore" Sponsor        |
| <input type="checkbox"/> I/We cannot support the Outstanding Leaders Under 40 at the suggested sponsorship level, but would like to enclose a donation of \$_____ to support need-based scholarships at Claflin University. |  |                               |

## Method of Contribution

**Please make your donation payable to Claflin University Division of Institutional Advancement** and place Outstanding Leaders Under 40 Award in the memo line.

- ☐ Check (please enclose) ☐ Money Order (please enclose) ☐ Credit Card: ☐ MasterCard ☐ Visa ☐ Discover ☐ AMEX
- Cardholder Name: \_\_\_\_\_
- Card Number: \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ CSC#(3 digit security code on back of card) \_\_\_\_\_

Please mail check and completed sponsorship commitment form by **November 14, 2025** to:  
Attn: Veronica Cohen, AVP Institution Advancement  
Claflin University  
400 Magnolia Street Orangeburg, SC 29115



# 2024 Outstanding Leaders Under 40



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*Thank You*



young.  
alumni  
— COUNCIL —

