

illuminating Leadership  Elevating Legacy



SPONSORSHIP GUIDE

Friday, September 4, 2026 | 7 p.m. | Registration & Reception @ 5:30 p.m.
Renaissance Montgomery Hotel & Spa

Proceeds will benefit strategic and student-focused initiatives of ASU.

You're invited

to join our mission to support student success, gain valuable exposure, and align your brand with excellence during an evening of music, elegance and impact.



Warmest Greetings,

As the 15th President of Alabama State University, I sincerely appreciate your ongoing partnership and belief in our mission. Your continued support ensures that our institution remains a beacon of opportunity, where tradition drives ambition, legacy inspires action and excellence is consistently achieved.

I am pleased to invite you to the 2026 President's Gala, Illuminating Leadership and Elevating Legacy, on Friday, September 4, 2026. This event aims to raise necessary financial resources for scholarships and student initiatives, creating lasting opportunities for Alabama State University students. The evening brings together supporters who understand the enduring impact of investing in education.

The President's Gala represents more than a celebration; it is a declaration of our identity and our aspirations. It reflects the strength of our heritage and the brilliance of our future. Each sponsorship and every financial gift directly support scholarships and critical student initiatives, ensuring that our scholars have the resources they need to rise, lead and define their own greatness. Your generosity sustains a legacy that has shaped leaders for generations and will continue to do so for decades to come.

On this extraordinary evening, we will gather to honor our shared commitment to excellence, celebrate transformative leadership and reaffirm the traditions that make Alabama State University a living testament to perseverance and progress. Together, we will illuminate pathways for our students while elevating the legacy that unites us as one Hornet family.

For sponsorship opportunities and additional details, please contact us at PresidentsGala@alasu.edu.

Thank you for standing with Alabama State University and for helping us advance a proud tradition of greatness. I look forward to celebrating with you at Illuminating Leadership and Elevating Legacy on September 4, 2026.

With deepest gratitude,

Dr. Quinton T. Ross, Jr.
President, Alabama State University

An Investment in Promise. A Commitment to Legacy.

The 2026 Alabama State University President's Gala is not simply a celebration — it is a declaration of belief in the brilliance, resilience and limitless potential of students at Alabama State University.

Each scholarship awarded, each academic program strengthened and each opportunity created begins with partners who choose to invest in possibility. Your support directly benefits the ASU Cares Fund, the 1867 Fund and the Student Aid Fund — all dedicated to helping ASU students succeed.

The Gala brings together visionary leaders, corporations, foundations, faith communities, alumni and friends who understand that when you uplift a student, you uplift a family, a community and a future.



BEHIND EVERY STRATEGIC INITIATIVE IS A REAL STORY

- A first-generation scholar crossing the graduation stage.
- A future healthcare professional serving underserved communities.
- A young entrepreneur building opportunity where it did not exist before.

Your support turns ambition into achievement.

THE IMPACT OF YOUR PARTNERSHIP

YOUR sponsorship helps:

- Open doors for deserving students whose dreams depend on access and opportunity.
- Provide transformative learning experiences that prepare graduates to lead, innovate and serve.
- Expand ASU's "CommUniversity" commitment — strengthening the bond between campus and community.



More Than Visibility—Meaningful Alignment.

Yes, the President's Gala offers high-level brand exposure and engagement with a loyal and influential audience. But more importantly, it aligns your organization with one of the nation's most historic and transformative HBCUs — an institution founded on access, excellence and impact.

When you sponsor the President's Gala, you are not simply supporting an evening of elegance.

You are standing on the side of opportunity.

You are investing in generational change.

You are helping write the next chapter of the ASU legacy.



\$340K
ALABAMA POWER
FOUNDATION

\$235K
SERVISFIRST

\$177K
COCA-COLA COMPANY



MAKE YOUR MARK. CHOOSE YOUR IMPACT.

PRESIDENTIAL SPONSOR

\$150,000

Benefits include:

- Company Welcome Message at Gala
- One Deluxe Table (20 seats per table)
- 20 Tickets to Pre-Gala Reception
- Stage Check Presentation
- Logo Featured on Presentation Screen
- Logo on Table Signage
- Live, On-Stage Ad Read
- Recognition on ASU Social Media Platforms
- Post-Gala Acknowledgment on Digital Billboard

LEGACY SPONSOR

\$100,000

Benefits include:

- One Table (10 seats per table)
- 10 Tickets to Pre-Gala Reception
- Live, On-Stage Ad Read
- Logo Featured on Presentation Screen
- Logo on Table Signage
- Recognition on ASU Foundation Social Media Platforms
- Post-Gala Acknowledgment on Digital Billboard

HISTORY MAKER SPONSOR

\$50,000

Benefits include:

- One Table (10 seats per table)
- Five Tickets to Pre-Gala Reception
- Logo Featured on Presentation Screen
- Logo on Table Signage
- Recognition on ASU Foundation Social Media Platforms
- Post-Gala Acknowledgment on Digital Billboard

MARION 9 SPONSOR

\$25,000

Benefits include:

- One Table (10 seats per table)
- Two Tickets to Pre-Gala Reception
- Logo Featured on Presentation Screen
- Logo on Table Signage
- Post-Gala Acknowledgment on Digital Billboard

HORNET SPONSOR

\$10,000

Benefits include:

- One Table (10 seats per table)
- Logo Featured on Presentation Screen
- Logo on Event Signage
- Logo on Table Signage
- Post-Gala Acknowledgment on Digital Billboard

GOLD SPONSOR

\$4,000

- One Table (10 seats per table)
- Logo on Table Signage for Companies and Organizations

INDIVIDUAL TICKET

\$350

- One Ticket to President's Gala (General Seating)
- *Individual tickets do not guarantee group seating

featuring

GRAMMY-WINNING
R&B SINGER AND
SONGWRITER

**ANTHONY
HAMILTON**



FRIDAY, SEPTEMBER 4