



SPONSOR ACTIVATION

DFW Florida A&M University Alumni Association

Thank you for your interest in supporting the Dallas/Fort Worth Florida A&M University Alumni Association. Your investment in future college students will allow us to achieve our goals. We look forward to connecting with you about options for sponsorship of our three annual events, college fairs, as well as general scholarship donations.

VISION

Be the preeminent metroplex network of former, current, and future supporters of the University.

MISSION

Enhance and support the continued existence of Florida A&M University through engagement of local Dallas/Fort Worth Rattlers in recruitment, retention, scholarships, membership, spirit, and branding.

GOALS

Your financial support will enable us to implement the following six target areas:

1. *Recruitment*

Recruit students to attend FAMU, building relationships with parents of prospective students, and reclamation of alumni to encourage them to become financial supporters of the National Alumni Association, the Chapter and the University.

2. *Retention*

Offer internship, scholarship, and employment opportunities for continuing FAMU students.

3. *Scholarships*

Create and lead various initiatives and activities to raise funds for scholarships for prospective and continuing Dallas/Fort Worth FAMU students.

4. *Membership*

Recruit alumni who will support the University and its goals through membership in the chapter and/or donation of financial resources and time.

5. *Rattler Spirit*

The Chapter keeps local alumni informed of issues in Florida and the U.S. Congress that could impact the viability and growth of Florida A&M University. In addition, executing events that provide interpersonal connections and a sense of Rattler Family in the DFW area. The chapter will also donate funds to the University that will support its programs.

6. *Branding*

The Chapter creates and leads activities that bring positive visibility to Florida A&M University in the Dallas/Fort Worth area. Members engage in community service and social events that perpetuate a positive image of the chapter and the University.

****Earmarked scholarship donations will only be utilized for that purpose. All donations are tax deductible.****

SPONSOR ACTIVATION BENEFITS

Three Sponsored Event Options:

1. DFW FAMU Giving Week (Annual Online Fundraiser) - Orange and Green Sponsor Options Only, Spring
2. FAM-Q (Chapter BBQ) - All options, Summer
3. Scholarship Brunch (Annual Fundraiser) - All options, Fall

College Fair Sponsor (\$800): Year-long chapter sponsorship with company logo and website featured in the booth/table at all college fairs the chapter attends as our “Powered By” sponsor, plus company website link on the chapter webpage. The DFW FAMU Alumni Chapter recruits prospective students at 5-10 college fairs per year, with events attended on average by 100+ participants.

Scholarship Donations: Rolling corporate and personal scholarship donations of any value; and patron donations yearround (\$18.87)

	Orange (\$100)	Green (\$250)	Rattler Elite (\$500)
Chapter e-newsletter with company link or tag	X	X	X
Chapter Facebook with company link or tag	X	X	X
Chapter Instagram with company link or tag	X	X	X
Recognition in event program	X	X	X
Speaking opportunity at event		X	X
Commemorative gift		X	X
2 complimentary admission tickets			X
Logo placement at event tables			X
Meet and Greet at chapter meeting			X

Questions? Contact us at info@dfwfamualumi.org
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