

47TH ANNUAL BIG XII CONFERENCE ON BLACK STUDENT GOVERNMENT

THE GREAT EXPRESSION: UNEARTHING OUR ROOTS AND OWNING OUR TRUTHS

A Letter to Our Sponsors

For more than 40 years, student leaders and members of the Big XII Council on Black Student Government have come together to promote leadership, positive self-efficacy, Black culture, political awareness, and goodwill of the student body and Black community on the campus of each member institution. As a regional Black Student Governing Body, the council consists of the Black Student Governments from institutions in the Big XII Conference.

This year, Iowa State University will proudly host these outstanding student leaders for the 47th Annual Big XII Conference on Black Student Government from February 29 to March 2, 2024.

Through the expertise of conference speakers, workshops, leadership seminars, and networking with the community, conference attendees will gain valuable skills and knowledge to become tomorrow's community and industry leaders.

We invite you and your company to join us in lifting up and empowering these change-makers. There are many opportunities to support this year's conference and connect with council members from the Big XII Conference institutions.

We look forward to hearing from you and working together to support this year's Big XII Conference on Black Student Government.

Sincerely,

Joshua Smith, Committee Chair | Jdsmith4@iastate.edu

Franciose Achu-Chick, Committee Chair | Fachu04@iastate.edu

Jordan Brooks, Advisor | Jwbrooks@iastate.edu



47TH ANNUAL BIG XII CONFERENCE ON BLACK STUDENT GOVERNMENT

GENERAL SPONSORSHIP LEVELS

PREMIER SPONSOR — \$25,000, 1 spot

The sponsor at this level will receive ALL benefits listed with the Platinum Sponsor level listed below, PLUS:

- Develop and present a conference workshop (working with the planning committee for content)*
- Speaking opportunity (two to three minutes) to address attendees during the lunch session (instead of the opening/breakfast)*
- First choice of a prime location for a display table in the exhibit area
- Prominent positioning of the company logo in conference promotional materials and on the website
- Sole verbal and visual acknowledgment (during the lunch session) as lunch sponsor (instead of opening/breakfast)
- Full-page acknowledgment in the program book (company logo only)**

GOLD SPONSOR — \$5,000

Sponsors at this level receive ALL benefits listed with Cardinal Sponsor level listed below, PLUS:

- Sole verbal and visual acknowledgment (during the dinner) as the dinner sponsor
- Acknowledgement in the program book
- Social media general announcement
- Company logo included on conference emails**

ADDITIONAL OPTIONS

Choose from any of these additional options in addition to the selected exhibit or sponsorship package:

- **PROMOTIONAL ITEMS** Promote your brand*** through these unique offerings.
 - Notebooks and pens | \$2,000
 - Tote bags | \$1,250
 - Name badge lanyards | \$750
- **GIVEAWAY ITEM** | \$250 Include your promotional product in the attendee bag

PLATINUM SPONSOR — \$15,000, 4 spots

Sponsors at this level receive ALL benefits listed with the Gold Sponsor level listed below, PLUS:

- Speaking opportunity (two to three minutes) to address attendees during the opening/breakfast*
- First choice of a preferred location for a display table in the exhibit area
- Sole verbal and visual acknowledgment (during the opening) as opening/breakfast sponsor (instead of the dinner)
- Acknowledgement in the program book
- Two company-specific acknowledgments (logo only) on social media
- Company logo included on conference emails (company logo only)**
- Preferred positioning of the company logo in conference promotional materials and on the website

CARDINAL SPONSOR — \$2,500

Sponsors at this level receive the ALL benefits listed below:

- Visual on-site recognition, where applicable
- Company logo included on conference website**

- * Specifics to be discussed and in cooperation with the conference committee
- ** Sponsor to provide print-ready artwork by Nov. 1
- *** Art on promotional products to include your brand and conference theme logo

For specific sponsorship information and to secure your spot, contact
Joshua Smith | Jdsmith4@iastate.edu and **Francoise Achu-Chick** | Fachu04@iastate.edu

47TH ANNUAL BIG XII CONFERENCE ON BLACK STUDENT GOVERNMENT SPONSORSHIP INFORMATION AND DEADLINES

PRIORITY DEADLINE FOR SPONSORSHIP IS NOVEMBER 1, 2023.

Sponsorship is accepted until December 1, but those received after the priority deadline may not be printed on some media.

Thank you for your interest in partnering with the 47th Annual Big XII Conference on Black Student Government. If you are interested in becoming a sponsor for the conference:

1. Please fill out the attached Sponsorship Interest Form and send it to either:
 - a. 47th Annual Big XII Conference on Black Student Government, 2505 Union Drive, Room 2080, Ames, IA 50011 or
 - b. **Joshua Smith** | Jdsmith4@iastate.edu and
Francoise Achu-Chick | Fachu04@iastate.edu
2. Send your company logo as an Adobe Illustrator file (.ai or .eps) to BSA21@iastate.edu.
3. Follow the payment instructions below.

Payment Instructions

For payment by credit card, please call: 866.419.6768

For payment by check, please make the check payable to Iowa State University Foundation, indicate the donation is for the 47th Annual Big XII Conference on Black Student Government, and mail it to the following address:

----- ✂ ----- CUT LINE ----- ✂ -----

Iowa State University Foundation
P.O. Box 2230
Ames, IA 50010-2230

Date _____

- Yes, I/we want to support the 47th Annual Big XII Conference on Black Student Government. Please find a check designated to account PG108295 in support of the 47th Annual Big XII Conference on Black Student Government.

Please indicate the sponsorship level here:

- Premier Sponsor
- Platinum Sponsor
- Gold Sponsor
- Cardinal Sponsor

Name Signature Company Name

- This gift should be attributed to the company listed above.

