
2022

SPONSORSHIP & SUPPORT

OPPORTUNITIES



BE A PART OF ECSU'S ANNUAL
EVENTS THAT ATTRACT
THOUSANDS OF PEOPLE TO
CAMPUS AND NORTHEASTERN
NORTH CAROLINA
THROUGHOUT THE YEAR



ECSU

ELIZABETH CITY STATE UNIVERSITY

FOUNDED 1891



Greetings from Elizabeth City State University!

As the ECSU Vikings prepare for our Fall 2022 and Spring 2023 annual events, we would like to invite you to help us **Paint the Town BLUE!** Each year, we engage over 10,000 supportive alumni, faculty, staff, students, and community members during annual events. These events have fostered a legacy of fellowship and Viking Pride and provided an opportunity for us to engage in meaningful partnerships with community leaders and area businesses.

We hope you will catch that Viking Pride and join us for a fun-filled year of alumni, student, athletic, community service, and entertainment events, all designed to highlight the very best of ECSU, our community, and our sponsors. Many of our annual events draw patronage from a diverse population of consumers and remain some of the most valuable opportunities in the region to increase exposure and revenue for your business or organization. We recognize our sponsors in a variety of ways because we understand the value of partnership, and we encourage you to confidently invest in one or all, of this year's annual events.

Your partnership is highly appreciated. If you're interested in becoming a sponsor, please contact the Office of University Advancement at (252) 335-3225.

With Viking Pride

Anita B. Walton
Vice Chancellor for University Advancement
Executive Director of The Elizabeth City State University Foundation, Inc.



Experience ECSU



As a constituent institution of The University of North Carolina System, Elizabeth City State University (ECSU) offers baccalaureate, professional, and master's degrees for a diverse student body. Our mission is to promote economic, social, and environmental progress for the people of northeastern North Carolina, the state, and the nation. ECSU hosts a diverse array of events that contribute to the intellectual, cultural, athletic, economic and social fabric of the region — with the intent toward the holistic development of students, while providing an opportunity for the community to experience presentations by academicians, experts, thought leaders, innovators, artists and celebrities in various fields. No matter the time of year, there is always something going on at ECSU, and we hope you will invest in and make plans to attend any number of our recurring annual events this year!

Annual Sponsorship Calendar

Community Connections Lecture Series (Fall 2022 and Spring 2023)
Down East Viking Football Classic (September 9-11, 2022) and Game Day (September 10)
Founders Day Scholarship Gala (March 11, 2023)
Homecoming (October 15, 2022)

For more information about events see: <https://www.ecsu.edu/about/experience-ecsu/annual-events/>

Sponsor Benefits & Opportunities

- ✓ National, regional, and local recognition as an elite business or entity
- ✓ Exposure to clients/consumers in a variety of markets
- ✓ Increase sales and awareness by positioning your company products and services
- ✓ Major visibility, significant exposure, and tremendous marketing opportunities
- ✓ Publicity generated from media coverage, social media, mobile marketing, email blasts, and printed materials that will be broadcast and distributed to countless numbers of people
- ✓ Ability to distribute promotional items at various events (Attendance ranges from 500-12,000)
- ✓ Recognition on the appropriate ECSU: website, signage, event screens, and publications
- ✓ Photo opportunities with event participants and designated representatives from your organization
- ✓ VIP tickets, seating, and parking for selected events

** No advertisement for the sale of specific services will be accepted as they are not charitable and therefore not tax-deductible*

Contributions (In-kind)

ECSU welcomes donors of all types to be sponsors. If you would like to provide a donation of goods or services, please contact University Advancement at 252-335-3225. Your assistance is not only valued, but needed. We thank you for your assistance in helping ECSU succeed.

ECSU

SPONSORSHIP OPPORTUNITIES

ANNUAL TITLE SPONSORSHIP \$65,000

Homecoming Benefits

- Recognition/announcement as the Homecoming title sponsor at all events
- Logo placement in printed materials: Flyers, banners, and social media pages (Facebook, Twitter, LinkedIn, Instagram)
- Banner, business name (front page), and logo on the Homecoming website
- Recognition/announcements at Homecoming events
- Industry exclusivity among sponsors for one eligible event (first choice of event)
- Inclusion in press releases, website announcements, electronic newsletters, and emails
- Inclusion on on-site event signage
- Photos with Chancellor
- On-Site Hospitality: One (1) booth at eligible events. Two (2) Complimentary tickets to all university-sponsored Homecoming events. Two (2) VIP parking passes for the football game. Access for six (6) guests to the Chancellor's Suite at the Homecoming football game. You may opt to use your tickets for your customers/clients. Ask for more information.
- To receive full Homecoming sponsor benefits and recognition, sponsor(s) must submit materials by **October 3, 2022**

Scholarship Brunch at Homecoming

- Prominent table placement for eight (8) attendees. Up to two students may join you.
- Podium time at the event
- Featured in pre-event press release
- Name or logo placement on the ECSU Foundation website for 12 months
- Premium placement with corporate logo on event invitations, promotional materials, and program
- Recognition through ECSU Foundation social media thank-you posts

Down East Classic Benefits

- Two (2) Down East Classic tickets in the Chancellor's Section
- Signature sponsor for the Chancellor's ECSU Reception
- Listing in Annual Donor Report

Gala Benefits

- Prominent table placement for eight (8) attendees
- On-screen recognition during the Gala
- Verbal recognition during the Gala
- Full page full color, opportunity in digital souvenir booklet
- Link to company or organization on the appropriate ECSU website
- Logo on Gala website
- Logo shown at the Gala
- Mention in four social media posts
- Listed in Gala email marketing
- 30 second commercial during event (Production is responsibility of sponsor)
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections Benefits

- Name and/or logo displayed in Community Connections Series collateral
- Name and/or logo included in social media posts where possible
- Name and/or logo prominently displayed on the Community Connections website for the academic year
- Recognition during the event (with permission)
- Preferred seating for eight (8) each in-person event
- Eight (8) invitations to event receptions with the performers (or) eight (8) invitations to observe master classes or Engagement Experience
- Preferred Parking
- Acknowledgement in the Annual ECSU Donor Statement



VIKING PRIDE SPONSORSHIP \$50,000

Homecoming Benefits

- Logo placement in printed materials: Flyers, banners, and social media pages (Facebook, Twitter, LinkedIn, Instagram)
- Logo and business name on Homecoming website
- Recognition/announcements at Homecoming events
- Industry exclusivity among sponsors for one event (Title Sponsor has first choice)
- Inclusion in press releases, website announcements, electronic newsletters, and emails
- Inclusion on on-site event signage
- Photos with Chancellor
- On-Site Hospitality: One (1) booth at eligible events. Two (2) complimentary tickets to all university-sponsored Homecoming events. Two (2) VIP parking passes for the football game. Access for six (6) guests to the Chancellor's Suite at the Homecoming football game. You may opt to use your tickets for your customers/clients, ask for more information.
- To receive full Homecoming sponsor benefits and recognition, sponsor(s) must submit materials by **October 3, 2022**

Scholarship Brunch at Homecoming

- Preferred table placement for eight (8) attendees. Up to two students may join you
- Recognition from the podium
- Preferred placement with corporate logo on event invitations, promotional materials, and program
- Name or logo placement on the ECSU Foundation website for 9 months
- Recognition through ECSU Foundation social media thank-you post

Gala Benefits

- Prominent table placement for eight (8) attendees
- On-screen recognition during the Gala
- Verbal recognition during the Gala
- Full page, black and white, opportunity in digital souvenir booklet
- Link to company or organization on the appropriate ECSU website
- Logo on Gala website
- Mention in four social media posts
- Listed in Gala email marketing
- 30 second commercial during event (Production responsibility of sponsor)
- Acknowledgement in the ECSU Annual Impact Statement
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections

- Name or logo displayed in Community Connections Series collateral
- Name or logo included in social media posts where possible
- Name or logo displayed on the Community Connections website for the academic year
- Recognition during the event (with permission)
- Preferred seating for four (4)
- Four (4) invitations to event receptions with the performers (or) Four (4) invitations to observe master classes
- Preferred Parking
- Acknowledgement in the ECSU Annual Impact Statement

MIGHTY VIKING SPONSORSHIP \$35,000

Homecoming Benefits

- Logo placement in printed materials: Flyers, banners, and social media pages (Facebook, Twitter, LinkedIn, Instagram)
- Logo and business name on Homecoming website
- Recognition/announcements at Homecoming events
- Industry exclusivity among sponsors for one event (Title Sponsor has first choice)
- Inclusion in press releases, website announcements, electronic newsletters, and emails
- Inclusion on on-site event signage
- Photos with Chancellor
- On-Site Hospitality: One (1) booth at eligible events. Two (2) complimentary tickets to all university-sponsored Homecoming events. Two (2) VIP parking passes for the football game. Access for six (6) guests to the Chancellor's Suite at the Homecoming football game. You may opt to use your tickets for your customers/clients, ask for more information

Scholarship Brunch at Homecoming

- Special table placement for eight (8) attendees. Up to two students may join you
- Recognition from the podium
- Corporate logo on all promotional materials and event program
- Name or logo placement on the ECSU Foundation website for 6 months
- Recognition through ECSU Foundation social media thank-you

Gala Benefits

- Prominent table placement for eight (8) attendees.
- On-screen recognition during the Gala
- Verbal recognition during the Gala
- Full page, black and white, opportunity in digital souvenir booklet
- Link to company or organization on the appropriate ECSU website
- Logo on Gala website
- Mention in four social media posts
- Listed in Gala email marketing
- 30 second commercial during event (Production responsibility of sponsor)
- Acknowledgement in the ECSU Annual Impact Statement
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections Benefits

- Name or logo displayed in Community Connections Series collateral
- Name or logo included in social media posts where possible
- Name or logo displayed on the Community Connections website for the academic year
- Recognition during the event (with permission)
- Preferred seating for four (4)
- Four (4) invitations to event receptions with the performers (or) Four (4) invitations to observe master classes
- Preferred Parking

CHANCELLOR'S SPONSORSHIP \$20,000

Homecoming Benefits

- Business name on Homecoming website
- On-Site Hospitality: One (1) booth at applicable events. Two (2) complimentary tickets to all university-sponsored Homecoming events (excluding the game)
- Four (4) complimentary tickets to the football game
- One (1) VIP parking pass for the football game. You may opt to use your tickets for your customers/clients, ask for more information.
- To receive full Homecoming sponsor benefits and recognition, sponsor(s) must submit materials by **October 3, 2022**

Scholarship Brunch at Homecoming

- Table for 6 attendees. Corporate name listed in event program
- Name or logo placement on the ECSU Foundation website for 3 months
- Name listing in 2023 Inspire magazine, ECSU's Alumni magazine
- Recognition through ECSU Foundation social media thank-you post

Gala Benefits

- Special table placement for six (6) attendees
- On-screen recognition at the virtual Gala
- Half page black and white, opportunity in digital souvenir booklet
- Logo on Gala website
- Mention in two social media posts
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections Benefits

- Name listed in Community Connections Series collateral
- Name included in social media posts where possible
- Name displayed on the Community Connections website for the academic year
- Recognition during the event (with permission)
- Preferred seating for two (2)
- Two (2) invitations to event receptions with the performers (or) Two (2) invitations to observe master classes
- Preferred Parking
- Acknowledgement in the ECSU Annual Impact Statement

BLUE SPONSORSHIP \$15,000

Homecoming Benefits

- Business name on Homecoming website and social media pages
- Two (2) complimentary tickets to Football Game
- One (1) VIP parking pass for the football game.
- To receive full Homecoming sponsor benefits and recognition, sponsor(s) must submit materials by **October 3, 2022**

Scholarship Brunch at Homecoming

- Table for six (6) attendees. Up to two students may join you
- Corporate name listed in event program
- Recognition through ECSU Foundation social media thank-you post

Gala Benefits

- Seating for six (6) at the Gala
- On-screen recognition at the Gala
- Recognition on the website and in the digital Gala souvenir booklet
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections

- Name listed in the Community Connections Series Collateral
- Name and/or logo displayed on the Community Connections website for academic year
- Recognition during the event (with permission)
- Acknowledgement in the ECSU Annual Impact Statement

WHITE SPONSORSHIP \$10,000

Gala Benefits

- Dean's Gold Circle Society Sponsor: \$500
- Table for four (4) attendees
- Recognition on the website and in the digital Gala souvenir booklet
- To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Community Connections

- Acknowledgement in the ECSU Annual Impact Statement

A LA CARTE

ESCU Scholarship Gala

Gala Friend

- Listed on the website and in the Gala souvenir booklet

Student Sponsor

- Listing in the Gala souvenir booklet

Gala Program

Celebrate ECSU and honorees by creating your own custom well wishes with an ad

- \$325 – Half page, color, opportunity in digital souvenir booklet
- \$500 – Full page, color, opportunity in digital souvenir booklet

To receive full Gala sponsor benefits and recognition, sponsor(s) must submit materials by **February 27, 2023**

Homecoming Scholarship and Brunch

Homecoming Game Booklet: Celebrate Homecoming by creating a custom ad for (8.5 x 5.5) booklet

- Inside front cover, color - \$1,000
- Inside back cover, color - \$1,000
- Full page, color - \$500
- Half page, color - \$325
- Half page, black and white - \$275

Homecoming Scholarship Brunch: Available Underwriting Opportunities

- \$1,500 Video Presentation Underwriter (1 available)
- \$1,000 Photography Underwriter (1 available)
- \$1,000 Dessert Underwriter (1 available)
- \$750 Centerpiece Underwriter (1 available)
- \$500 Program Underwriter (1 available)

All underwriting opportunities are 100% tax-deductible

Underwriters will be recognized in the event program and through social media thank-you post.

Athletic Stadium: Game Day

Signage featured during two televised games; 4X6 A-Frame sign.

- \$600 – One (1) sign in the Athletic Stadium
- \$1000 - One (1) two-sided sign in the Athletic Stadium

ECSU SPONSORSHIP OPPORTUNITIES

COMMITMENT FORM

Sponsor Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please select your desired sponsorship level for each opportunity below by placing a check in the corresponding box. All benefits as listed in this brochure will be awarded accordingly. Calculate the total amount and enter on the line below. Only one payment is necessary to secure your sponsorship for one or more opportunities. If the existing Sponsorship package does not meet your sponsorship goals, then ECSU can customize your sponsorship package to better align with your marketing objective.

- Annual Title Sponsorship \$65,000
- Viking Pride Sponsorship \$50,000
- Mighty Viking Sponsorship \$35,000
- Chancellor's Sponsorship \$20,000
- Blue Sponsorship \$15,000
- White Sponsorship \$10,000
- A La Carte (see previous page for more information)

Make check payable to: The ECSU Foundation
Mail check to P.O. Box 1467, Elizabeth City, NC 27906

Sponsorship Experience *at* ECSU

Founders Day Scholarship Gala

March 11, 2023

The Founders Day Scholarship Gala has raised more than \$1.4 million for student scholarships.

With the continuous support and engagement of our partners and donors, we hope to ensure an even brighter future for ECSU students and fuel a culture of growth throughout the region.



Homecoming

October 9-16, 2022 & Game Day on October 15, 2022

Vikings come from far and wide for one of our biggest events of the year! At Homecoming, Viking Pride comes alive as our community — students, alumni, faculty and staff — come together to celebrate our great university. If you haven't been back on our beautiful campus in a while, Homecoming is the perfect time to see for yourself how ECSU's impact has grown, as seen in newly renovated facilities, excellent academic programs, and scholarly activity.

We also invite you to partner with us to provide our community with an inspiring and engaging presentation recognizing and celebrating Viking scholars at our annual Scholarship Brunch. The brunch will highlight select ECSU scholarship recipients from many different majors.



The Down East Viking Football Classic

September 9-11, 2022 & Game Day on September 10, 2022

The Down East Viking Football Classic (DEVFC) has grown each year drawing over 10,000 fans to the Rocky Mount Athletic Complex. Fans have the opportunity to enjoy a **Central Intercollegiate Athletic Association (CIAA)** football game, golf challenge, college and regional high school bands, and a variety of social and entertainment activities. Through additional recruitment and outreach activities, ECSU also offers scholarship opportunities for students in the Rocky Mount-Nash-Edgecombe-Wilson areas. The Vikings face off against the Blue Bears of Livingstone College (LC). This year's DEVFC will mark the Blue Bears first classic appearance since the classic began in 1998. The Vikings edged LC 19-13 last season.



Community Connections

Community Connections: Performance and Lecture Series bridges Elizabeth City State University and the community. Our mission is to produce cultural experiences which can be enjoyed by students, faculty, and staff, as well as the community at large.



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FOUNDED 1891