For more information about sponsorship opportunities, contact:
The Office of Institutional Advancement
252.335.3225
www.ecsu.edu
An OPPORTUNITY to SHINE

Elizabeth City State University has an enormous impact on the local economy, estimated at $112 Million in 2010. ECSU’s annual events attract thousands of people to campus and to northeastern North Carolina throughout the year. Each performance, fundraiser and athletic event stimulates our local economy and offers a source of entertainment and cultural enrichment for the region. Events are supported by students, faculty and staff, community members and a loyal family of alumni. ECSU has one of the highest Alumni Participation Rates in the University of North Carolina System, and this is reflected in the large percentage of alumni that participate in all ECSU events. Each of these attendees are potential customers for your business. Don’t miss your chance to market directly to them through our varied sponsorship opportunities.

ECSU events raise funds for a variety of programs, most of which are affiliated with Viking Athletics or The ECSU Foundation. Since 1971, The ECSU Foundation has been providing scholarships to deserving students who, without financial assistance, would not have access to a college education. To date, the Foundation has provided more than $5,500,000 dollars in scholarships, allowing students to take advantage of opportunities only available at ECSU.

Show Northeastern North Carolina that you support education and ECSU by becoming a sponsor today! In addition to demonstrating your support of higher education, you will also gain exposure for your business through the University’s many marketing resources. Sponsorships are the perfect way to advertise your business while doing something worth-while, treat customers or employees to event tickets, or simply take a leading role in the Northeastern North Carolina community. Sponsorships for each event are limited and are available on a first-come, first-serve basis.

Annual SPONSORSHIP CALENDAR

- ECSU 125th Anniversary Celebration: Fiscal year 2015 - 2016
- The ECSU Foundation Founders Day Scholarship Gala: March
- Viking Athletics: August - May
- Down East Viking Football Classic: September
- Viking Homecoming: October
- The ECSU Foundation Golf Tournament: Fall

Inclusive HIGH DONOR SPONSORSHIP BENEFITS

In addition to individual sponsorship packages available to event sponsors, high level donors (based on cumulative sponsorship totals) will receive benefits beyond each specific event. All high level donors will also receive university-wide exposure through the following added benefits:

$50,000
- Full page ad in the ECSU Magazine (distribution: 8,000)
- Large ad and hyperlink in monthly ECSU eNewsletter
- Full page ad in Annual Donor Report
- 10 season passes for football
- 10 season passes for men’s and women’s basketball

$25,000
- Half page ad in the ECSU Magazine
- Medium ad and hyperlink in monthly ECSU eNewsletter
- Half page ad in Annual Donor Report
- 8 season passes for football
- 8 season passes for men’s and women’s basketball

$10,000
- Quarter page ad in the ECSU Magazine
- Small ad and hyperlink in monthly ECSU eNewsletter
- Quarter page ad in Annual Donor Report
- 4 season passes for football
- 4 season passes for men’s and women’s basketball

In-kind CONTRIBUTIONS

ECSU welcomes donors of all types to be sponsors. If you would like to provide a donation of goods or services, please contact Institutional Advancement at 252-335-3225. Your assistance is not only valued, but needed. We thank you for your assistance in helping ECSU succeed!
125th Anniversary Celebration
www.ecsu.edu/125th

Elizabeth City State University will turn 125 in 2016, and plans are underway for a year-long celebration of the University’s history, legacy, and Viking Pride! The 125th Anniversary Celebration Steering Committee is hard at work planning a wide variety of happenings that will occur during the 2015 - 2016 school year and include students, faculty, staff, alumni and the community. This is a perfect opportunity to be involved in a historic event for both the ECU family and the entire Northeastern North Carolina region! As a founding sponsor, you will be a part of this celebration through 2016, early enough to receive an invaluable amount of exposure.

Title Sponsor: $50,000
- 125th Anniversary website banner ad with link
- List as “presented by” in print & radio ads
- Logo in YouTube promo (when applicable)
- Full page ad in premier event program
- Verbal recognition by Chancellor at premier event
- Reserved table at premier event
- 10 tickets to all Anniversary Events
- Other university-wide benefits associated with this level sponsorship
- All additional benefits of Proud Sponsorship (below)

Proud Sponsor: $25,000
- 125th Anniversary website ad and link
- Half page ad in premier event program
- Reserved seating for 8 at premier event
- 8 tickets to all Anniversary Events
- Other university-wide benefits associated with this level sponsorship
- All additional benefits of Heritage Sponsorship (below)

Heritage Sponsor: $10,000
- 125th Anniversary website ad and link
- Inclusion in print & radio ads
- Quarter page ad in premier event program
- Reserved seating for 6 at premier event
- 6 tickets to all Anniversary Events
- Other university-wide benefits associated with this level sponsorship
- All additional benefits of Inspired Sponsorship (below)

Inspired Sponsor: $5,000
- 125th Anniversary website ad and link
- Social Media Package of at least 4 posts (Facebook, twitter, Google+, LinkedIn)
- Signage at event
- Reserved seating for 4 at premier event
- 4 tickets to all Anniversary Events
- Name/logo in premier event programs
- All additional benefits of Excellence Sponsorship (below)

Excellence Sponsor: $2,500
- 125th Anniversary website ad and link
- Listing in print ads
- Listing in premier event program
- Reserved seating for 2 at premier event
- 2 tickets to all Anniversary Events
- Listing in Annual Donor Report
- Name/logo in premier event program
As the premiere fundraising event in northeastern North Carolina, The Founders Day Scholarship Gala is an evening of recognition, celebration and philanthropy. The goal of this black-tie, annual event is to raise funds for student scholarships and allow the Foundation to offer deserving, but financially disadvantaged students the opportunity to gain a quality college education. Over 90% of ECSU’s student body receives some form of financial assistance, many made possible by sponsorships of this event.

**TITLE SPONSOR: $50,000**
- Sponsor name included in event title
- $25k endowed scholarship established in sponsor’s name to support general scholarships at ECSU in perpetuity
- Premier placement of sponsor logo at the event and in the entrance lobby
- Sponsor name included in all press releases
- Sponsor recognized in newspaper articles and other accounts of the Founders Day Scholarship Gala
- Premier placement of logo on the ECSU website
- Feature article highlighting sponsorship and involvement in the Founders Day Scholarship Gala in the ECSU Magazine
- All benefits of Founders Sponsorship (below)

**FOUNDERS SPONSOR: $25,000**
- $10k Endowed Scholarship established in sponsor’s name to support general scholarships at ECSU in perpetuity
- All benefits of Legacy Sponsorship (below)

**LEGACY SPONSOR: $15,000**
- $5k Endowed Scholarship established in sponsor’s name to support general scholarships at ECSU in perpetuity
- Sponsor signage at event
- Sponsor logo with premier placement on event invitation
- Sponsor logo with premier placement included in all newspaper advertisements and printed marketing materials
- All benefits of Host Sponsorship (below)

**HOST SPONSOR: $10,000**
- Eight (8) tickets to VIP reception and Gala (1 reserved table)
- Presentation of sponsorship contribution at event
- Photo with ECSU Chancellor and special guests
- All benefits of Gold Sponsorship (below)

**GOLD SPONSOR: $5,000**
- Six (6) tickets to VIP reception and Gala
- Prominent listing in the honorary section of the Gala souvenir program booklet
- Acknowledgment on ECSU Radio and Television
- All benefits of Silver Sponsorship (below)

**SILVER SPONSOR: $2,500**
- Four (4) tickets to VIP reception and Gala
- All benefits of Viking Sponsorship (below)

**VIKING SPONSOR: $1,000**
- Two (2) tickets to VIP reception and Gala
- Special Recognition during the Gala
- Listing/recognition in the corporate section of the Gala souvenir program booklet
- Photo with ECSU Chancellor
- All benefits of Blue & White Sponsorship (below)

**BLUE & WHITE SPONSOR: $500**
- Two (2) tickets to VIP reception and Gala
- Listing/recognition in the Gala souvenir program booklet
- Acknowledgment in the ECSU Magazine
- Listing in Annual Donor Report

*Sponsorship benefits related to print advertisements and marketing collateral are subject to print deadlines. The Elizabeth City State University Foundation is a 501 (c) (3) North Carolina nonprofit organization.*
Viking ATHLETICS

www.ecsuvikings.com

Did you know that it costs $1,686 to outfit the average ECSU football player? Did you know ECSU has one of the highest athlete graduation rates in the CIAA, but offers significantly fewer athletic scholarships compared to peer institutions? The ECSU Department of Athletics has a long history of success and recognition both for athletic performance and the priority that academics plays in the achievement of ECSU student athletes. By increasing athletic scholarships, ECSU will have a greater chance of attracting top-notch talent, and bettering the department overall. Sponsoring ECSU Athletics is an excellent way to garner exposure for your business and show your support of ECSU’s athletic programs.

**BLUE LEVEL SPONSOR: $10,000**
- Premiere signage placement at football and basketball games
- Invitation for two (2) guests to the Chancellor’s pre-game football reception
- Two (2) reserved parking passes at all football games (including Homecoming)
- Logo placement on athletic website
- Recognition in all athletic marketing and promotional materials
- Logo placement in all printed material
- Two (2) announcements during football and basketball games
- Full page ad (back panel) in football program booklet
- Four (4) season passes for football and basketball games
- Four (4) tickets to the VIP Reception/Athletic Award Ceremony
- Sponsor naming rights to the Male and Female Athlete of the Year Award along with presenting opportunity during the Athletic Award Ceremony
- Listing in Annual Donor Report

**WHITE LEVEL SPONSOR: $5,000**
- Signage placement at football and basketball games
- Invitation for two (2) guests to the Chancellor’s pre-game football reception
- One (1) reserved parking pass at home football games (excluding homecoming)
- Full page ad (inside) in football program booklet
- Two (2) season passes for football and basketball games
- Logo placement on athletic website
- Logo placement on selected printed material
- Two tickets to the VIP Reception/Athletic Award Ceremony
- Listing in Annual Donor Report

**VICTORY SPONSOR: $2,500**
- Signage at football and basketball games
- Invitation for one (1) to the Chancellor’s pre-game football reception
- Recognition in print material and social media
- Two (2) tickets to the VIP Reception/Athletic Award Ceremony
- Half page ad in the football program booklet
- Listing in Annual Donor Report

**SPIRIT SPONSOR: $1,000**
- Signage placement at Homecoming football game and basketball games
- Recognition in selected printed material and social media outlets
- Quarter page Ad in the football program booklet
- Listing in Annual Donor Report

**CHANCELLOR’S BOX - FOOTBALL**

**PRESENTING SPONSOR: $25,000**
- Four (4) season box tickets
- Name/logo on box exterior and interior display box throughout season
- Name/logo in program throughout season
- Name announced over PA during throughout season
- Other university-wide benefits associated with this level sponsorship
- Listing in Annual Donor Report

**GAME SPONSOR: $2,500**
- Four (4) game box tickets
- Name/logo on display in box and in program during game
- Name announced over PA during game
- Listing in Annual Donor Report

**CHANCELLOR’S BOX - CIAA TOURNAMENT**

**PRESENTING SPONSOR: $10,000**
- Two (2) CIAA Tournament box tickets
- Name/logo in box throughout tournament
- Table (10 seats) at Chancellor’s CIAA Breakfast
- Listing in Annual Donor Report
- Other university-wide benefits associated with this level sponsorship

**DAY SPONSOR: $2,000**
- Two (2) CIAA Tournament tickets with access to box
- Name/logo on interior display during day
- Listing in Annual Donor Report
- Four (4) seats at Chancellor’s CIAA Breakfast
Viking HOMECOMING
www.vikinghomecoming.com

ECSU Homecoming is a celebration of the institution’s rich history and the community that has served as the foundation of its achievement and promising future. Each year over 10,000 faithful alumni, family, friends, and community members attend the annual homecoming concerts, comedy show, step show, parade, alumni mixers and reunions, alumni block party, football game and much more. The events draw attendees from diverse backgrounds, and remains one of the most valuable opportunities in the region to increase exposure and revenue for your business.

PRESTIGE SPONSOR: $20,000

GENERAL BENEFITS:
• Title sponsor recognition
• Live recorded interview segment for marketing purposes
• Recognition/announcements at all major Homecoming events
• Recognition in the ECSU Magazine (8,000 copies printed)
• All benefits of Mighty Viking Sponsorship (below)

HOSPITALITY:
• Fifteen (15) complimentary tickets (3 per event) to all ticketed University events
• Three (3) VIP parking passes for the Football Game
• Food for eight (8) people at the Football Game Sponsor Hospitality Tent
• Invitation to Chancellor’s Box for two (2) guests
• One (1) VIP Parking Pass for the Football Game

MIGHTY VIKING SPONSOR: $10,000

GENERAL BENEFITS:
• Full-page color ad in the Homecoming Guide (8,000 distributed) and Football Game Book (300)
• On-air mention as Homecoming 2013 event sponsor for :30 and :60 promotional spots on WRVS 89.9
• On-air listing as Homecoming 2013 event sponsor during W18BB-TV’s announcement slideshow
• Recognition in the ECSU Magazine (8,000 copies printed)
• Industry exclusivity among sponsors for one event
• All benefits of Vyck the Viking Sponsorship (below)

HOSPITALITY:
• Ten (10) complimentary tickets (2 per event) to all ticketed University events
• Two (2) VIP parking passes for the Football Game
• Food for six (6) people at the Football Game Sponsor Hospitality Tent

VYCK THE VIKING SPONSOR: $5,000

GENERAL BENEFITS:
• Inclusion on all marketing advertisement (radio, online)
• Logo placement on all printed materials (flyers, banners, apparel) and social media pages (Facebook, twitter, LinkedIn, G+)
• Banner and link on Homecoming website
• Inclusion in website promotions
• Announcement at Homecoming Football Game
• Half page color ad in the Homecoming Guide (8,000 distributed) and Football Game Book (300)
• Photos with Chancellor

ON-SITE EXPOSURE:
• Inclusion in on-site event signage
• One (1) vendor booth space at all applicable events to showcase merchandise, product samples and materials

HOSPITALITY:
• Six (6) complimentary tickets (2 per event) to the following events: Football Game, Concert, and Step Show
• One (1) VIP Parking Pass for the Football Game
• Food for four (4) people at the Football Game Sponsor Hospitality Tent

PRIDE SPONSORS: SMALL BUSINESS OR INDIVIDUAL SPONSORSHIPS

VIKING SPIRIT SPONSOR: $1,000
• Sponsor website link on Homecoming website
• One (1) vendor booth space at the Alumni Block Party
• Four (4) complimentary tickets (2 per event) to Football Game and Concert
• All benefits of Royal Blue & White Sponsorship

ROYAL BLUE & WHITE SPONSOR: $500
• Name/Logo and link posted on all Homecoming website and social media pages
• Business or name listed in the ECSU Homecoming Guide (8,000 distributed)
• Two (2) complimentary tickets to Football Game
The ELIZABETH CITY STATE UNIVERSITY
FOUNDATION GOLF CLASSIC

www.ecsu.edu/foundationgolf

The ECSU Foundation Golf Classic is a significant fundraising event for The ECSU Foundation, which provides scholarships to deserving students. Taking place annually during the fall, the Golf Classic helps the 90% of ECSU students who are currently receiving financial assistance while obtaining their degrees. Sponsoring the Golf Classic is an excellent way to support ECSU while enjoying an afternoon of golf with fellow alumni, friends, colleagues, or associates. A golf foursome is an excellent way to reward employees or thank VIP’s or customers, while promoting your businesses to the entire community.

CHANCELLOR’S SPONSOR: $10,000
• Presenting sponsor tournament naming rights
• Logo on tournament shirts
• All benefits of Chairman’s Team Sponsorship (below)

CHAIRMAN’S TEAM SPONSOR: $5,000
• Sponsor mention in all television advertisements and press releases
• Logo on team awards
• All benefits of 19th Hole Sponsorship (below)

19th HOLE AWARDS CELEBRATION SPONSOR: $2,500
• Recognition at 19th Hole Awards Celebration
• Signage at 19th Hole Awards Celebration
• Sponsor mention in all radio advertisements
• All benefits of Viking Team Sponsorship (below)

VIKING TEAM SPONSOR: $2,000
• Logo on tournament banner
• Logo on all printed materials
• All benefits of Blue & White Lunch Sponsorship (below)

BLUE & WHITE LUNCH SPONSOR: $1,500
• Commemorative Plaque
• All benefits of Hole Sponsorship (below)

HOLE SPONSOR: $1,000
• One (1) foursome with on-course boxed lunch and player welcome bags
• Sponsor name, logo and link on www.ecsu.edu
• Sponsor signage at designated hole
• Name listing on tournament banner

HOLE-N-ONE SPONSOR: $1,000
Includes same benefits as Hole Sponsorship

CLOSEST TO THE PIN SPONSOR: $1,000
Includes same benefits as Hole Sponsorship

LONGEST DRIVE SPONSOR: $1,000
Includes same benefits as Hole Sponsorship

The DOWN EAST VIKING FOOTBALL CLASSIC

www.ecsu.edu/events/devfc

The Down East Viking Football Classic (DEVFC) started in 1998 in Rocky Mount, NC, and is one of the most anticipated events to take place during the fall each year. Drawing over 10,000 fans to the Rocky Mount area, attendees have the opportunity to enjoy a 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 Rocky Mount area students.

CLASSIC PLATINUM SPONSOR: $10,000
• Ten (10) football game tickets
• Two (2) foursomes in DEVFC Golf Challenge
• Full page color ad in DEVFC program (inside front cover)
• One (1) vendor booth setup inside stadium
• Prime name/logo and link on the DEVFC & ECSU Athletic websites
• Signage Placement at all DEVFC events & host hotel
• Live recorded spots and airtime recognition on WRVS
• (2) VIP Parking Passes

CLASSIC SILVER SPONSOR: $2,500
• Six (6) football game tickets
• Two (2) players in DEVFC Golf Challenge
• Signage placement
• Continuous Public Service Announcement (PSA)
• Recognition at Sponsorship Reception
• Complimentary Parking
• All benefits of Prize Sponsorship (below)

PRIZE SPONSOR: $1,000
• Four (4) football game tickets
• Half page black and white ad in DEVFC program
• Name/Logo and company link on the DEVFC website
• All benefits of Prize Sponsor $500 level (below)

PRIZE SPONSOR: $500
• Two (2) football game tickets
• Public Service Announcement (PSA)
• Business or name listed in DEVFC Program
Thank you for supporting
ELIZABETH CITY STATE UNIVERSITY

Elizabethtown City State University
Office of Institutional Advancement
1704 Weeksville Road
Elizabethtown, North Carolina, 27909

For more information about sponsorship opportunities, contact:
The Office of Institutional Advancement
252 335 3225
www.ecsu.edu
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.

### ECSU 125TH ANNIVERSARY CELEBRATION
- □ Title: $50,000
- □ Proud: $25,000
- □ Heritage: $10,000
- □ Inspired: $5,000
- □ Excellence: $2,500

### ECSU FOUNDATION FOUNDERS DAY SCHOLARSHIP GALA
- □ Title: $50,000
- □ Founders: $25,000
- □ Legacy: $15,000
- □ Host: $10,000
- □ Gold: $5,000
- □ Silver: $2,500
- □ Viking: $1,000
- □ Blue & White: $500

### VIKING ATHLETICS
- □ Blue: $10,000
- □ White: $5,000
- □ Victory: $2,500
- □ Spirit: $1,000

### CHANCELLOR’S BOX - FOOTBALL
- □ Presenting: $25,000
- □ Game Sponsor: $2,500

### CHANCELLOR’S BOX - CIAA TOURNAMENT
- □ Presenting: $10,000
- □ Day Sponsor: $2,000

### VIKING HOMECOMING
- □ Prestige: $20,000
- □ Mighty Viking: $10,000
- □ Vick the Viking: $5,000
- □ Viking Spirit: $1,000
- □ Royal Blue & White: $500

### ECSU FOUNDATION GOLF CLASSIC
- □ Chancellor’s: $10,000
- □ Chairman’s Team: $5,000
- □ 19th Hole Awards: $2,500
- □ Viking Team: $2,000
- □ Blue & White Lunch: $1,500
- □ Hole-N-One: $1,000
- □ Closest to the Pin: $1,000
- □ Longest Drive: $1,000
- □ Hole Sponsor: $1,000

### DOWN EAST VIKING FOOTBALL CLASSIC
- □ Platinum: $10,000
- □ Gold: $5,000
- □ Silver: $2,500
- □ Prize: □ $1,000 □ $500

- □ I would like to make an unrestricted donation of: $__________
  Sponsorship Total: $__________

Contact Name: ___________________________ Title: ___________________________

Company Name: ____________________________________________________________

Address: ____________________________________________ Street ____________
  City ____________ State ____________ Zip ____________

Phone: _______________________________ Email: __________________________________

Signature of Authorization: ________________________________________________

- □ Check is enclosed
- □ Credit Card Payment
  Go to www.ecsu.edu and click on the GIVE TO ECSU button. Click on the GIVE TODAY box located in the banner on the right side of the screen and complete the form as directed. Select ‘Other’ from the Area of Giving drop down menu. In the comments box enter the event or events, and applicable amounts for each.