CLARK ATLANTA UNIVERSITY
FOUNDERS’ WEEK
Sponsorship Opportunities

THE INAUGURATION OF
GEORGE T. FRENCH JR., PH.D.
Fifth President of Clark Atlanta University
March 17-22, 2020
Atlanta, Georgia
Clark Atlanta University (CAU) is a comprehensive, private, urban, coeducational institution of higher education with a predominantly African-American heritage. It offers undergraduate, graduate and professional degrees, as well as certificate programs, to students of diverse racial, ethnic and socioeconomic backgrounds.

Clark Atlanta University produces graduates who have met standards of excellence in contemporary higher education, who are educated to be creative and to have a perspective on the world and its people. CAU graduates are committed to making an impact on our global society as our next generation of leaders.
Greetings!

The Board of Trustees, faculty, staff, students and alumni would like to invite you to join us for Clark Atlanta University Founders’ Week highlighting the Inauguration of George T. French, Jr., Ph.D. as the Fifth President.

During our historical Founders' Week, we will introduce our esteemed leaders, as we celebrate a week of activities inclusive of the President’s Inauguration. The week will be culminated with the Spirit of Greatness Gala & Inauguration Ball in conjunction with the National Alumni Association.

All of the events are vitally important as we strive to establish stronger relationships with our partners in education. We value your support as we continue to provide help, hope and opportunity for the future leaders of tomorrow.

Attached for your consideration is the sponsorship package containing details for our historic events. The opportunity to join us as a partner during this celebration will allow you to play a direct role in our mission of offering scholarships to deserving CAU students who otherwise would not be able to realize their dream of receiving a college degree.

Thank you in advance for your consideration of this request and for your support of “One Exceptional University” Clark Atlanta University! We look forward to working with you as the success of this initiative depends on your generosity.

If you have questions regarding this package, please do not hesitate to give us a call at 404.880.6040

Kindest Regards,

Sam D. Burston
Vice President and Chief Advancement Officer
Founders’ Week in celebration of the Fifth President of Clark Atlanta University, George T. French, Jr., Ph.D.

Schedule of Events

These Founders’ Week activities will celebrate the inauguration of Dr. George T. French, Jr. as the fifth president of Clark Atlanta University. Additionally, these events will help raise crucial funds for student scholarships.

Lyceum Speaker Series – March 17
CAU Student Salute – March 18
CAU Founders’ Day Convocation – March 19
Colloquium with Thought Leaders – March 19
The Investiture Ceremony – March 20
Spirit of Greatness Presidential Inauguration Concert – March 20
Spirit of Greatness Gala & Inauguration Ball – March 21
Inauguration Worship Service – March 22
Dr. George T. French, Jr., is the fifth president of Clark Atlanta University (CAU). Dr. French served as president of Miles College, 2006-2019 before taking the lead at CAU. During his tenure, Miles College exceeded capital campaign goals—beating previous fundraising records, he achieved an unprecedented financial composite score to position the school for growth, increased student access to educational funding, and more than doubled the size of the existing campus with key land acquisitions.

Prior to serving as the president of Miles College, Dr. French served in the roles of acting and interim president for the institution between October and December 2005. He served as a member of the President’s Cabinet in the capacity of Director of Institutional Planning and Development, and also directed the offices of Alumni Affairs, Federal Contracts and Grants, Title III, Institutional Research and Effectiveness, Congressional Relations, and Public Relations during his tenure at Miles College.

A native of Louisville, Ky., Dr. French earned a Bachelor of Arts in Political Science with an emphasis in Policy Analysis from the University of Louisville. He was competitively accepted into the University of Richmond Law School and completed two years of studies before being recruited by Miles College to serve as the Director of Development. He completed his final year of law school at Miles Law School, earning a Juris Doctorate and received his Ph.D. in Higher Education from Jackson State University.

Dr. French has great influence in civic, community and professional organizations. He has served two terms, respectively, on the Southern Association of Colleges and Schools Commission on Colleges’ Board of Trustees, and the National Advisory Committee on Institutional Quality and Integrity. He is a member of the Birmingham Museum of Art’s Board of Directors and also serves on the Birmingham Business Alliance’s Executive Committee. In 2015, Dr. French co-founded Higher Education Leader Foundation to help prepare highly-skilled talent for positions of leadership at historically black colleges and universities.
CLARK ATLANTA UNIVERSITY

Inauguration Sponsorship Levels

TITLE SPONSOR LEVEL - $75,000

- Exclusivity Level
- Listing as Title Sponsor at all "Founders' Week Presidential Inauguration events."
- Opportunity for company representative to be listed as an honorary host member
- Opportunity for representative to bring greetings during Spirit of Greatness Gala and Inauguration Ball program
- Three (3) reserved tables of 10 with reserved seating at the Spirit of Greatness Gala and Inauguration Ball
- Thirty (30) tickets to private VIP reception hosted by University President and Board of Trustees
- Red carpet photo opportunity
- Brand recognition on CAU website and all print, electronic, and social media platforms
- Invitation and VIP access to all other Inaugural week events
- Prominent brand placement at all "Founders' Week Presidential Inauguration events."
- Full Page ad with preferred placement in commemorative souvenir program
- Prominent logo listing on sponsor page in commemorative souvenir program
- Brand placement on video sponsor loops (where applicable)
- Thirty second (:30) inaugural video message saluting the new University President
- Option for product placement on all tables during the event
- Tickets with prime seating for key "Founders' Week Presidential Inauguration events."
- VIP parking for Founders' Week Presidential Inauguration events

PRESENTING SPONSOR LEVEL - $50,000

- Listing as Presenting Sponsor during all "Founders' Week Presidential Inauguration events."
- Opportunity for company representative to be listed as an honorary host member
- Two (2) reserved tables of 10 with reserved seating at the Spirit of Greatness Gala and Inauguration Ball
- Twenty (20) tickets to private VIP reception hosted by University President and Board of Trustees
- Red carpet photo opportunity
- Brand recognition on CAU website and all print, electronic, and social media platforms
PRESENTING SPONSOR LEVEL CONTINUED

- Invitation and VIP access to all "Founders' Week Presidential Inauguration events."
- Prominent logo placement on pre-function space signage
- Full-page ad with preferred placement in Commemorative Souvenir Program
- Prominent logo listing on sponsor page in Commemorative Souvenir Program
- Tickets with prime seating for key "Founders' Week Presidential Inauguration events."
- Prominent logo listing on sponsor page in Commemorative Souvenir Program
- Brand placement of video sponsor loops (Where Applicable)
- VIP parking for "Founders' Week Presidential Inauguration events."

RED SPONSOR LEVEL- $25,000

- Listing as Red Sponsor during all "Founders' Week Presidential Events."
- Opportunity for company representative to be listed as an honorary host member
- One (1) reserved tables of 10 each with prime seating at the Spirit of Greatness Gala/Presidential Inauguration Ball
- Ten (10) tickets to Private VIP Reception hosted by University President and Board of Trustees
- Red-Carpet photo opportunity
- Brand recognition on CAU Website and all print, electronic and social media platforms
- Invitation and VIP access to all Inaugural Week events
- Prominent logo placement on pre-function space signage
- Full-page ad with preferred placement in Commemorative Souvenir Program
- Prominent logo listing on sponsor page in Commemorative Souvenir Program
- Small brand placement of video sponsor loops (Where Applicable)
- Tickets with prime seating for Key Founders' Week Presidential Inauguration events
- VIP parking for "Founders' Week Presidential Inauguration events."
BLACK SPONSOR LEVEL - $10,000

• Listing as Black Sponsor during all "Founders' Week Presidential Inauguration events."
• One (1) reserved table of 10 at the Spirit of Greatness Gala and Inauguration Ball
• Two (2) tickets to private VIP reception hosted by President and Board of Trustees
• Red-carpet photo opportunity
• Brand recognition on CAU website and all print, electronic and social media platforms
• Invitation to all Inaugural Week events
• Logo placement on pre-function space signage
• Full-page ad in Commemorative Souvenir Program
• Listing on sponsor page in Commemorative Souvenir Program
• Ten (10) tickets to key Inauguration events
• VIP parking for all "Founders' Week Presidential Inauguration events."

LEGACY SPONSOR LEVEL - $5,000

• Listing as Legacy Sponsor during all Inauguration Events
• One (1) reserved table of 10 at the Spirit of Greatness Gala and Inauguration Ball
• Two (2) tickets to private VIP reception hosted by President and Board of Trustees
• Red-carpet photo opportunity
• Brand recognition on CAU website and all print, electronic and social media platforms
• Listing in commemorative souvenir program
• Invitation to all "Founders' Week Presidential Inauguration events."

PARTNER SPONSOR LEVEL - $2,500

• One (1) reserved table of 10 at the Spirit of Greatness Gala and Inauguration Ball
• Listing in Commemorative Souvenir Program
• Invitation to all Founders' Week Presidential Inauguration events
Exclusive Sponsorship allows financial supporters the opportunity to be the sole provider of the service either monetarily or in-kind. Benefits at these levels are negotiable.

Inauguration Entertainment Sponsor: $100,000
Inauguration Entertainment VIP Reception Sponsor: $25,000
Spirit of Greatness & Inauguration Ball VIP Reception Sponsor: $30,000

Proceeds from these events will benefit the Spirit of Greatness & Presidential Scholarship
Agreement for Inauguration Sponsorship

All sponsors must complete and return this form to the Office of Institutional Advancement at Clark Atlanta University. Payments may accompany this form, or arrangements can be made directly the Vice President of Institutional Advancement. The deadline for sponsorship support is February 26, 2020. Please call Quisa Foster, Assistant Vice President of Institutional Advancement at (404) 880-8742 or by email at qfoster@cau.edu if you have any questions.

Company Information

Sponsorship Level Selection
(Please check all that apply)
☐ $75,000 TITLE SPONSOR
☐ $50,000 PRESENTING SPONSOR
☐ $25,000 RED SPONSOR
☐ $10,000 BLACK LEVEL SPONSOR
☐ $5,000 LEGACY SPONSOR
☐ $2,500 PARTNER SPONSOR
☐ $200.00 INDIVIDUAL TICKETS
☐ I am unable to attend, but will donate $_____ to the Inaugural Gala

Sponsorship Level_________________________ Amount_________________________

Contact Name_________________________ Title ____________________________

Company Name ___________________________________________________________________

Address _______________________________________________________________________

City_________________________ State__________ Zip_________________________

Email_________________________ Phone_________________________________________________________________

Ticket Options

☐ Mail our event tickets to the above address
☐ Mail our event tickets to this address ______________________________________________
☐ I will pick up the tickets
☐ Yes, I will need some assistance filling some/all of our tickets with University students

Payment Options

☐ Check included

☐ Check by mail

☐ VISA  ☐ AMEX  ☐ MasterCard  ☐ Discover

Name as it appears on the card ___________________________________________________________

Account Number ________________________________________________________________

Address _________________________________________________________________

City __________________________ State ________________ Zip _____________

Credit Card #____________________________ Exp_______ Cvv code ____________

Signature ____________________________________________

Please mail or email this form to:
Clark Atlanta University
C/o Quisa Foster, Assistant Vice President, Institutional Advancement
Harkness Hall, Room 210
Atlanta, GA 30314
Email: qfoster@cau.edu

**Please note that all journal advertisement is due by February 26, 2020. If your sponsorship is received after February 26, 2020, your ad will be included in the commemorative journal supplement.

*** Please email your logo and/or camera ready artwork, photos or digital files (PDF, JPEG, TIF) to qfoster@cau.edu
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