



National Convention 2021

“Embracing the Power of Possibilities”

Sponsorship Opportunities





**VUU National Alumni Association
National Convention 2021
“Embracing the Power of Possibilities”**

Greetings:

Having partnerships with our Alumni and the greater community is the desire and privilege of any university and we consider it an honor that you are among our supporters. The Virginia Union University National Alumni Association, Inc. (VUUNAA) desires to recognize our friends and partners at our 2021 National Convention using digital and video advertisements.

During this era of COVID we all have had to respond to change. We have become more creative, more resourceful and have capitalized on the advances in technology. As a result of our changes and adjustments we are excited about our 2021 National Convention. It will be hosted on a state of the art media platform that will allow us to brand and overlay our events with YOUR logo giving your product or service greater exposure.

Your ads and video commercials will be seen by a wider audience of alumni and supporters for an extended period of time because the digital document and videos will be posted on all our social media platforms (Facebook, Twitter, Instagram) and will be available for viewing until September 30, 2021 with an opportunity for renewal.

The 2021 National Convention will be held on June 24-27, 2021 our theme is **“Embracing the Power of Possibilities”**

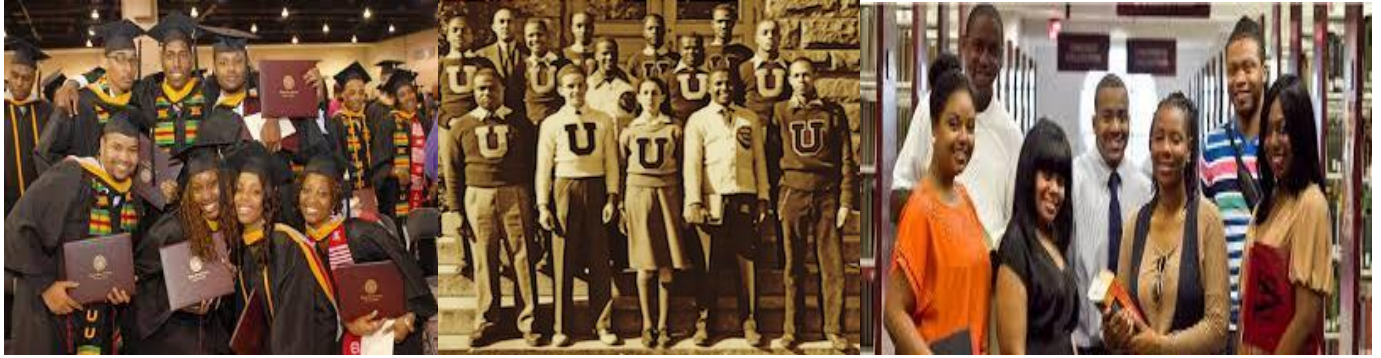
Our sponsorship package allows flexibility by offering various levels of support. As you review the package, consider your contribution and its impact on the work we all do to provide for the education of our young people.

If you have questions, you may contact our Sponsorship Officer, **James Wiggins @ jabez373@gmail.com**. Additionally you may also reach me at (804) 852-7167 or president@vuunaa.org.

Sincerely yours,

Michael A. Newsome

Michael A. Newsome '83
President
Virginia Union University National Alumni Association Inc.
P.O. Box 26177
Richmond, VA 23260-6177



Virginia Union University (VUU) has a rich tradition and history, produced and will continue to produce many outstanding alumni around the nation. It is our goal to build on that tradition. Remembrance of our history allows us to reflect on the memories that will make the future of our beloved institution stronger.

The **Virginia Union University National Alumni Association** (VUUNAA) mission is to reclaim and maintain members, recruit students to VUU, cultivate leadership among the alumni and support Virginia Union University's mission. It is a consortium of alumni chapters in different geographic locations that share the same collective efforts to unite and support Virginia Union University alumni. On September 28, 2007, the Virginia Union University National Alumni Association Incorporate's Endowed Scholarship Fund was established. In 2008, VUUNAA became a non-profit organization.

The VUUNAA membership includes alumni chapters located across the United States. With over 13,800 alumni, Virginia Union's impact on our society in the fields of law, education, medicine, business, sports, politics, social work, criminal justice and other professions is significant. Our impact on the City of Richmond is even more significant. Virginia Union University produced the first African American to serve as Mayor of the City of Richmond, the Honorable Henry L. Marsh and the first African American Governor in the United States, the Honorable L. Douglas Wilder as well as the first African American Vice Admiral in the United States Navy, Samuel L. Gravely Jr. Virginia Union University remains an important asset to the city.

This sponsorship package includes opportunities to advertise your organization or business during several of our homecoming events. We look forward to building partnerships, while allowing our alumni to learn more about our community.



Platinum Convention Sponsorship - \$2,500

- ✓ Custom overlay / Branded Sponsor for the entire convention
- ✓ Digital ad to run through September 2021 (with the opportunity to renew)
- ✓ Banner ad with company logo link on VUUNAA website through September 2021

1000 Panther Pride Event Sponsor - \$1,000

- ✓ Custom overlay / Branded Sponsor at selected convention events
- ✓ Digital ad to run through September 2021 (with the opportunity to renew)

Panther Sponsorship - \$500

- ✓ Custom overlay / Branded Sponsor on Virtual Photo booths 3 opportunities
- ✓ Digital ad to run through September 2021 (with the opportunity to renew)

**VIRGINIA UNION UNIVERSITY NATIONAL ALUMNI ASSOCIATION, INC.
REGISTRATION AND ADVERTISING AGREEMENT**

Thank you for the partnership that allows your business to advertise, gain new clientele, and show support for VUUNAA efforts to support student scholarships during VUUNAA Activities.

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please check Sponsorship and Awards program advertising levels:

Event Sponsorship

- | | |
|---|------------|
| <input type="checkbox"/> Panther Pride Platinum Event Sponsor | \$2,500.00 |
| <input type="checkbox"/> 1000 Panther Pride Sponsor | \$1,000.00 |
| <input type="checkbox"/> Panther - Photo Booth Sponsor | \$ 500.00 |

Digital Journal

- | | |
|--|-----------|
| <input type="checkbox"/> Full Page | \$ 100.00 |
| <input type="checkbox"/> Full Page (Undergraduate Organizations) | \$ 75.00 |
| <input type="checkbox"/> Half Page | \$ 65.00 |
| <input type="checkbox"/> Quarter Page | \$ 45.00 |
| <input type="checkbox"/> Business Card | \$ 25.00 |
| <input type="checkbox"/> Patrons (per name) | \$ 10.00 |

Video Commercial

- | | |
|-------------------------------------|-------------|
| <input type="checkbox"/> 1 Minute | \$ 1,000.00 |
| <input type="checkbox"/> 30 Seconds | \$ 500.00 |
| <input type="checkbox"/> 15 Seconds | \$ 250.00 |

Total Cost \$ _____

Please make checks or money orders payable to: **VUUNAA**

You can email your ad submission to: **jabez373@gmail.com**

**** All ads and photographs are to be submitted in .jpeg format with a resolution of at least 300 DPI (dots per inch).**

Deadline to submit ads: Friday, May 27, 2021

Check Number _____
(Make checks or money orders payable to: **VUUNAA**)



Name as it appears on card: _____

Card Number: _____

Expiration Date: _____

Security Code: _____

Signature: _____

Please mail checks, money orders and this form to:

Virginia Union University National Alumni Association, Inc.
Post Office Box 26177
Richmond, VA 23260

To print out this packet or to make online payments:
Go <https://vuunaa.wildapricot.org/> and click on Convention 2021

