



# SPONSORSHIP PACKET

**UAB STUDENT INVOLVEMENT  
& LEADERSHIP**

**SERVE.INSPIRE.LEAD**

[www.uab.edu/studentinvolvement](http://www.uab.edu/studentinvolvement)

Dear Sponsors,

Thank you for your interest in supporting the Office of Student Involvement and Leadership at the University of Alabama at Birmingham. We are excited about partnering with you and will strive to make this process as simple as possible by providing you with all the tools you need to become a corporate sponsor for student events within our office. Student Involvement & Leadership exists to provide intentional experiences outside of the classroom that prepare UAB students to serve, inspire and lead.

Within this packet, you will find sponsorship opportunities for programs that we host throughout the year. You will also find sponsor benefits and levels of contribution. Your company has the opportunity to support student engagement on campus and in the community as well as allow you to promote your organization in a cost-effective way. We look forward to working with you!

Jennifer Griffin

*Director of Student Involvement & Leadership*

### Sponsorship Contact

Jessica N. Brown | Assistant Director of Student Activities  
jcnathan@uab.edu

1400 University Blvd Suite 230  
Birmingham, AL 35294  
205-934-8020







## IN-KIND SPONSORSHIPS

Sponsors are invited to donate goods or services such as gift cards, swag, equipment, food/beverages, etc. Services may also include free access to facilities or items, artist or DJ services, and more.

## MONETARY SPONSORSHIPS

Sponsors are invited to provide cash donations to support over SIL events. Sponsors may also sponsor specific components of events including but not limited to scholarships, prizes, equipment, entertainment, etc.

## SPONSOR BENEFITS

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

## SPONSOR RECOGNITION

All SIL sponsors will be listed on the SIL Sponsor website at the end of the Spring semester and highlighted on the SIL Instagram page in June.

## PAST SPONSORS

- Insomnia Cookies
- CDW
- True 40 Fitness
- Jimmy Johns
- Jim 'N Nicks
- Crowne on 10th Apartments
- Southern Exposure Photography
- Little Brown Photography
- Publix
- Morgan Ashley Salon

# SPONSORSHIP DETAILS



## STUDENT INVOLVEMENT & LEADERSHIP

The University of Alabama at Birmingham

# SPONSOR GUIDELINES

All sponsors must adhere to the following guidelines & restrictions.



- All checks must be received at least two weeks prior to specified event unless otherwise specified.
- All in-kind donations must be delivered to the SIL office at least one week prior to the event unless it is food or flowers or otherwise specified.
- Sponsors may request student contact information onsite during the specified event directly from the students in attendance.

- UAB Campus Dining reserves first right of refusal for food donations in the Hill Student Center.
- SIL Staff will seek approval from Campus Dining once the sponsor form has been submitted. Approved food items must be pre-packaged to be distributed during events.
- Additional guidelines may be provided depending on each event.
- Sponsorships are tax deductible. Paperwork is available upon request.

## SPONSORSHIP FORM

To submit the Sponsorship form, please visit [www.uab.edu/studentinvolvement](http://www.uab.edu/studentinvolvement).  
Contact Jessica Brown at [jcnathan@uab.edu](mailto:jcnathan@uab.edu) for questions.

# SIL MONTHLY EVENTS

SIL hosts various small-scale events every month. Attendance for these events range from 25-150 students per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- UPB Galentine's Day Brunch
- UPB Skate Nights
- Magic City Adventures (off-campus activities in the Birmingham area)
- Dance Nights
- Monthly Involvement Fairs
- BSC Athletic Tailgates & Spirit Activities
- gg.Fridays
- Miss UAB Send-Off Celebration

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Inclusion on all advertising & event promotion **	X				
Recognition on SIL website with hyperlink	X	X			
Sponsor Recognition on Social Media Post (twice)	X	X			
Sponsor Tabling Opportunity	X	X	X		
Sponsor Recognition on event signage or slideshow *	X	X	X		
Sponsor Recognition on Social Media Post (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media (story only)	X	X	X	X	X
Sponsor Contribution	\$500+	\$499-300	\$299-200	\$199-100	\$99-25

\*Event signage or slideshows will vary depending on the type of event.

\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

# SIL VIRTUAL PROGRAMS

SIL hosts various virtual activities to reach distance learners, commuters, etc. Sponsors are invited to donate prizes, etc. Attendance for these events range from 15-100 participants per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- Online Trainings
- Virtual Entertainment (Live or pre-recorded)
- Online Trivia or other games
- eSports Streaming events

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Inclusion on all advertising & event promotion **	X				
Recognition on SIL website with hyperlink	X	X			
Sponsor Recognition on Social Media Post (twice)	X	X			
Sponsor Recognition on Social Media Post (once)	X	X	X		
Sponsor Recognition during virtual event*	X	X	X	X	
Sponsor Recognition on Organization Social Media (story only)	X	X	X	X	X
Sponsor Contribution	\$500+	\$499-300	\$299-200	\$199-100	\$99-25

\*Recognition is dependent upon the specific event.

\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

# INVOLVEMENT OPPORTUNITIES

SIL provides large-scale events for students to connect with others and get involved on campus. Attendance ranges from 400-1,500 students per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- Blazer Welcome
- Got a Quest, Ask a Blazer
- Connect Fest
- Spring Student Involvement Fair

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Inclusion on all advertising & event promotion **	X				
Sponsor Recognition on Social Media (twice)	X	X			
Sponsor Recognition on website with hyperlink	X	X			
Sponsor Tabling Opportunity	X	X	X		
Sponsor Recognition on event signage or slideshow *	X	X	X		
Sponsor Recognition on Social Media (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media (story only)	X	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,999-1,000	\$999-500	\$499-200	\$199-25

\*Event signage or slideshows will vary depending on the type of event.

\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

# ESPORTS/GAMING

Good Games UAB, our eSports/gaming student organization, hosts these two large-scale events each semester. The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

WelcomeCon is hosted on Freshman Move-In Day, in conjunction with the Blazer Welcome Bash, for new students to enjoy a night of casual gaming and tournaments. BlazerCon is a 3-day convention hosted in the Spring to provide Blazers and the community a weekend of casual and competitive gaming. Both events range between 350-1,500 attendees each year.

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Brief speaking opportunity during the event	X				
Inclusion on event promotion or signage **	X				
Lunch/Meeting with UAB Vice President(s) ***	X	X			
Logo on event website with hyperlink	X	X			
Sponsor Name Recognition on Tournament	X	X	X		
Sponsor Recognition on Social Media (two times)	X	X	X	X	
Sponsor Tabling Opportunity	X	X	X	X	
Sponsor Recognition on Social Media (one time)	X	X	X	X	X
Promo Items in Attendee Swag Bags	X	X	X	X	X
<b>Sponsor Contribution</b>	<b>\$2,000+</b>	<b>\$1,999-1,000</b>	<b>\$999-500</b>	<b>\$499-200</b>	<b>\$199-25</b>

*\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.*

*\*\*\*The private lunch/meeting with the VP(s) will be hosted on Saturday of BlazerCon for Platinum and Gold sponsors only.*



# COMPETITIONS & AWARD CEREMONIES

SIL hosts events for students to showcase their talents and to recognize student leaders at the end of the year. Attendance ranges from 250-1,200 students per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- UAB's Got Talent Showcase
- Blazer Showdown
- Fight Song Competition
- Miss UAB Scholarship Competition
- Spark Your Fire Arts Competition
- Student Excellence Awards
- Fraternity & Sorority Life Awards

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Brief speaking opportunity during the event****	X				
Inclusion on event promotional materials ***	X				
Sponsor Recognition on website with hyperlink	X	X			
Sponsor Recognition on Social Media (twice)	X	X	X		
Sponsor Recognition on event signage or slideshow **	X	X	X		
Sponsor Tabling Opportunity	X	X	X	X	
Sponsor Recognition on Social Media (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media (story only)	X	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,999-1,000	\$999-500	\$499-200	\$199-25

\*Promo item inclusion will depend on the specific program.

\*\*Event signage or slideshows will vary depending on the type of event.

\*\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

\*\*\*\*Speaking opportunities will vary depending on the event.

# ENTERTAINMENT & SOCIAL EVENTS

SIL hosts events for students to engage with others and get connected to campus. Attendance ranges from 250-1,000 students per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- Blazer Welcome Bash
- Creed Week Lecture
- International Festival

- Homecoming Pancakes & Karaoke
- Homecoming Comedy Show
- Blaze the Night Block Party
- Homecoming Parade

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Brief speaking opportunity during the event***	X				
Inclusion on event promotional materials **	X				
Sponsor Recognition on website with hyperlink	X	X			
Sponsor Recognition on Social Media (twice)	X	X	X		
Sponsor Recognition on event signage or slideshow *	X	X	X		
Sponsor Tabling Opportunity	X	X	X	X	
Sponsor Recognition on Social Media (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media (story only)	X	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,999-1,000	\$999-500	\$499-200	\$199-25

\*Event signage or slideshows will vary depending on the type of event.

\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

\*\*\*Speaking opportunities will vary depending on the event.

# CONFERENCES, SUMMITS, & SERVICE

SIL provides leadership development opportunities for students throughout the year. Attendance ranges from 50-250 students per event.

The sponsorship benefits are based on contributions to a single event. If a sponsor is interested in more than one event, please see our bundle options.

- Fall Leadership Conference
- RSO Summit
- Getting Connected the Blazer Way
- FSL New Member Symposium
- Greek Leadership Conference
- Into the Streets
- MLK's Beloved Community

Sponsorship Benefits	Blaze	Gold	Silver	Green	White
Brief speaking opportunity during the event****	X				
Inclusion on event promotional materials ***	X				
Sponsor Recognition on website with hyperlink	X	X			
Sponsor Recognition on Social Media (two times)	X	X	X		
Sponsor Recognition on event signage or slideshow **	X	X	X		
Sponsor Tabling Opportunity	X	X	X	X	
Sponsor Recognition on Social Media (once)	X	X	X	X	X
Promo Items in Attendee Swag Bags or at Check-In*	X	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,999-1,000	\$999-500	\$499-200	\$199-25

\*Promo item inclusion will depend on the specific program.

\*\*Event signage or slideshows will vary depending on the type of event.

\*\*\*Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.

\*\*\*\*Speaking opportunities will vary depending on the event.

# SIL SPONSOR DEALS

## CHECK OUT THESE BUNDLE DEALS!

If you are interested in sponsoring more than one SIL event in same academic year, select one of the options below. These contributions must be confirmed before all selected events occur.

### SPONSOR CONTRIBUTION PRICES FOR 2 EVENTS

Blaze Level ~~ \$3,000  
Gold Level ~~ \$2,000  
Silver Level ~~ \$1,000  
Green Level ~~ \$500  
White Level ~~ \$250

### SPONSOR CONTRIBUTION PRICES FOR 3 EVENTS

Blaze Level ~~ \$4,000  
Gold Level ~~ \$3,000  
Silver Level ~~ \$2,000  
Green Level ~~ \$1,000  
White Level ~~ \$500

### SPONSOR CONTRIBUTION PRICES FOR 4 EVENTS

Blaze Level ~~ \$5,000  
Gold Level ~~ \$4,000  
Silver Level ~~ \$3,000  
Green Level ~~ \$2,000  
White Level ~~ \$1,000

### SPONSOR CONTRIBUTION PRICES FOR 2 OR MORE MONTHLY OR VIRTUAL EVENTS

Blaze Level ~~ \$1,000  
Gold Level ~~ \$750  
Silver Level ~~ \$500  
Green Level ~~ \$300  
White Level ~~ \$150



# THANK YOU FOR YOUR SPONSORSHIP!

Visit [www.uab.edu/studentinvolvement](http://www.uab.edu/studentinvolvement) for event information and to complete the sponsorship form.



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