



STUDENT INVOLVEMENT & LEADERSHIP

SPONSORSHIP GUIDE

SERVE.INSPIRE.LEAD

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 to partner 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 organization 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

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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 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 the summer.

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 the specified event unless otherwise directed.
- 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 you have been instructed otherwise.
- 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 for events hosted 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.
Contact Jessica Brown at 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. Events are not limited to the list below.

These 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 Event
- UPB Skate Nights
- Magic City Adventures activities
- 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 event website with hyperlink	X	X			
Recognition on Social Media Feed (twice)**	X	X			
Sponsor Tabling Opportunity	X	X	X		
Sponsor Recognition on event signage or slideshow *	X	X	X		
Sponsor Recognition on Social Media Feed (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media Story	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.

**Option available to have one of the social media feed posts include animations.

***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. Events are not limited to the list below.

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
- Social Media activities/giveaways

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

*Recognition is dependent upon the specific event.

**Option available to have one of the social media feed posts include animations.

***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. These 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 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 Administrators**	X	X			
Logo on event website with hyperlink	X	X			
Sponsor Name Recognition on Tournament	X	X	X		
Recognition on Social Media Feed (twice)*	X	X	X	X	
Sponsor Tabling Opportunity	X	X	X	X	
Promo Items in Attendee Swag Bags	X	X	X	X	X
Sponsor Recognition on Social Media Feed (once)	X	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,999-1,000	\$999-500	\$499-200	\$199-25

*Option available to have one of the social media feed posts include animations.

**The private lunch/meeting with administrators will be hosted on Saturday of BlazerCon for Blaze and Gold sponsors only. This benefit will depend on administrator availability.

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

INVOLVEMENT & SERVICE OPPORTUNITIES

SIL provides large-scale leadership and service events for students to connect and get involved on campus and in the community. Attendance ranges from 200-1,500 students per event. Events are not limited to the list below.

These 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
- Connect Fest
- Student Involvement Fairs
- 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				
Recognition on event website with hyperlink	X	X			
Recognition on Social Media Feed (twice)***	X	X	X		
Sponsor Recognition on event signage or slideshow **	X	X	X		
Sponsor Tabling Opportunity	X	X	X	X	
Promo Items in Attendee Swag Bags or at Check-In*	X	X	X	X	X
Sponsor Recognition on Social Media Feed (once)	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.

***Option available to have one of the social media feed posts include animations.

****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, COMPETITIONS & AWARDS

SIL hosts events for students to connect with one another, to showcase their talents, and to recognize their achievements at the end of the year. Attendance ranges from 250-1,200 students per event. Events are not limited to the list below.

These 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
- UAB Spirit Weeks (i.e. Homecoming)
- International Festival
- Miss UAB Scholarship Competition
- Galentine's Day Weekend
- 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				
Recognition on event website with hyperlink	X	X			
Recognition on Social Media Feed (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 Feed (once)	X	X	X	X	
Sponsor Recognition on Organization Social Media Story	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.

**Option available to have one of the social media feed posts include animations.

***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 the 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 for event information and to complete the sponsorship form.



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