



SPONSORSHIP PACKET

**UAB STUDENT INVOLVEMENT
& LEADERSHIP**

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 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 students events within our office. Student Involvement & Leadership exists to provide intentional co-curricular experiences that prepare UAB students to serve, inspire and lead. We serve UAB students by intentionally providing co-curricular experiences that foster personal development, civic mindedness, and a connection to the Blazer community.

Within this packet, you will find sponsorship opportunities for signature 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 involvement 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 Brown | Assistant Director of Student Activities
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STUDENT INVOLVEMENT FAIR

This event is held at the beginning of the Fall and Spring semesters. Over 80 Student Organizations set up tables to welcome more than 250 students as well as to promote their organizations.

UNIVERSITY PROGRAMS BOARD

UPB is a programming board on campus that provides a variety of smaller and large scale events to connect students to campus.

Signature events include:

- Student Center Takeover
- Taste of UAB

HOMECOMING WEEK

UAB students, faculty, staff and alumni show their Blazer Pride during a week full of events hosted by student organizations and departments.

The Student Homecoming Committee within SIL plans activities that include but are not limited to:

- Blazer Showdown
- Fight Song Competition
- Pancakes & Karaoke

MISS UAB SCHOLARSHIP COMPETITION

This event is held during the Fall semester as a preliminary to the Miss Alabama and Miss America Organizations. Over 200 students and community members come out to support the contestants as they compete to represent the university not only at Miss Alabama but also at appearances on and off campus all year.

GOOD GAMES UAB

gg.UAB is a programming board that provides various E-sports initiatives and activities.

Signature events include:

- Welcomecon
- Blazercon

LEADERSHIP & SERVICE COUNCIL

The Leadership & Service Council hosts major service events where more than 400 UAB students come together to participate in service projects with community partners around Birmingham that include:

- Into the Streets
- MLK Day of Service

SPONSORSHIP OPPORTUNITIES

Depending on the needs of the event, monetary or in-kind donations may be considered acceptable forms of sponsorship.

Sponsorship Benefits	Blaze	Gold	Green	White
Sponsor Level Recognition on website	X			
Individual Recognition on Social Media (two times)	X	X		
Inclusion on all advertising & event promotion **	X	X		
Individual Recognition on Social Media (one time)	X	X	X	
Recognition on Engage organization event details page	X	X	X	
Sponsorship Level Recognition on event signage or slideshow *	X	X	X	X
Opportunity for tabling at event	X	X	X	X
Sponsor Contribution	\$2,000+	\$1,000-1,999	\$500-999	\$200-499

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

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



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The University of Alabama at Birmingham

SPONSORSHIP FORM

To submit the Sponsorship form, please visit
[www.uab.edu/student involvement](http://www.uab.edu/student%20involvement). Contact Jessica Brown at jcnathan@uab.edu for questions.