



# 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 students events within our office. Student Involvement & Leadership serves 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 N. Brown | Assistant Director of Student Activities  
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## CONNECT FEST

This event is held at the beginning of the fall semester. Over 100 student organizations set up tables to promote their organizations, and the event also includes games and other activities for students to participate in. In the Spring, the Student Involvement Fair is hosted.

## 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:

- Blazer Welcome Bash
- HSC Live!

## 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 Blazer Spirit Council plans activities that include but are not limited to:

- Blazer Showdown
- Fight Song Competition/Blaze the Night
- 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. More than 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 gaming and E-sports initiatives and activities.

Signature events include:

- WelcomeCon
- BlazerCon
- gg.Friday

## 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 including:

- 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
Inclusion on all advertising & event promotion **	X			
Sponsor Recognition on Social Media (two times)	X	X		
Logo on event website with hyperlink	X	X		
Sponsor Recognition on Social Media (one time)	X	X	X	
Sponsor Recognition on website	X	X	X	
Sponsor Recognition on event signage or slideshow *	X	X	X	X
Opportunity for tabling at event	X	X	X	X
<b>Sponsor Contribution</b>	<b>\$2,000+</b>	<b>\$1,000-1,999</b>	<b>\$500-999</b>	<b>\$200-499</b>

*\*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.*





## 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.
- TEDxUAB has specific sponsor guidelines. Contact [draths@uab.edu](mailto:draths@uab.edu) for details.

- 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.