

Claflin University

Visionary Leadership



September 18, 2014
Columbia Metropolitan
Convention Center
Columbia, SC



Sponsorship Opportunities

**Celebrating Service and Excellence
In Honor of
President Henry N. Tisdale
And
First Lady Alice Carson Tisdale**



Claflin University

Celebrating 20 years of visionary leadership, selfless
commitment and extraordinary service

Dear Prospective Sponsor:

We ask you to join us in recognizing Claflin University President Henry N. Tisdale and First Lady Alice Carson Tisdale for 20 years of visionary and transformative leadership. They will be saluted at the Visionary Leadership Gala on September 18, 2014 from 7 p.m. at the Columbia Metropolitan Convention Center.

Henry and Alice have made enormous and significant contributions to higher education in our state, region and nation. They have elevated the University's rich history to national prominence. By all measures, Claflin University is now recognized as one of the nation's top liberal arts institutions preparing the next generation of visionary and selfless leaders with global perspectives.

The Visionary Leadership Gala will be an extraordinary affair with exceptional entertainment. Headlining the Gala is one of America's most beloved entertainers of all time – Dr. Bill Cosby. We also have a premier master of ceremonies for the evening, Pulitzer Prize winner and renowned journalist, Mr. Eugene Robinson. In addition, we are also honored to have Congressman James E. Clyburn serving as the Honorary Chair for this special affair.

The Visionary Leadership Gala is a fitting tribute to the President and First Lady of Claflin University, but it also has another meaningful purpose. The Gala has a goal to raise \$1 million to support student scholarships and to establish an Endowed Chair to be named in honor of Claflin's current and dynamic leaders. Additionally, proceeds from the Gala will help the University move close to its \$96.4 million Capital Campaign goal.

We invite you to join us for this historic occasion by serving a sponsor for the Gala. We have many opportunities for you or your company to partner with us. For your review, a detailed listing of sponsorship levels and benefits is attached.

We respectfully request your response to this sponsorship invitation by Friday, September 5, 2014. Please submit your sponsorship form and your company's logo (depending upon the sponsorship level) to Ms. Leandra Hayes, Assistant Vice President for Major and Planned Gifts at 400 Magnolia Street, Orangeburg, South Carolina 29115 or via email to lhayes@claflin.edu. You may also contact Ms. Hayes should you have questions at (803) 535-5238.

With your support, we are confident the Gala will be a successful and memorable event for Claflin University, the Tisdales, and will provide much needed scholarship support for deserving students.

Thank you for your consideration.

Sincerely,

Paul V. Fant
Chairman, Claflin University
Board of Trustees

James A. Bennett
Chairman, Campaign for Claflin

Clyde Bess
Chairman, Board of Visitors



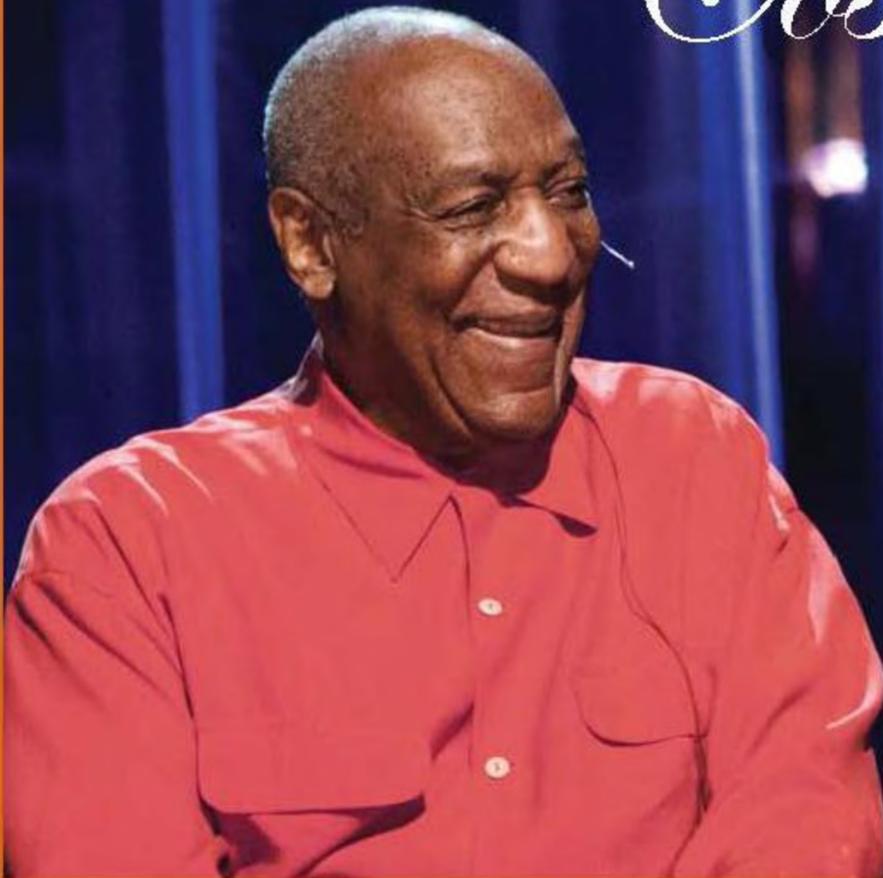
Visionary Leadership Gala Honorees

Dr. Henry N. Tisdale
and
Mrs. Alice Carson Tisdale



WITH ENTERTAINMENT BY

Bill Cosby



One of America's most beloved entertainers of all time.

Photo By Erim Chalene Cosby

The 20th Anniversary Visionary Leadership Gala is in honor of President Henry N. Tisdale and First Lady Alice Carson Tisdale for their 20 years of dedicated service to Claflin University, as well as all employees who have provided 20 or more years of service to the University. The goal is to raise \$1 million in support of student scholarships and to establish an endowed chair in honor of President and the First Lady.

Clafin University

CELEBRATING 20 YEARS OF VISIONARY LEADERSHIP,
SELFLESS COMMITMENT AND EXTRAORDINARY SERVICE



SAVE THE DATE!

***Purpose:** To raise \$1 million in support of student scholarships and to establish an Endowed Chair in honor of Dr. Henry N. Tisdale and Mrs. Alice Carson Tisdale for 20 years of service. We will also recognize employees of 20-plus years.*

WHAT: VISIONARY LEADERSHIP GALA

WHEN: SEPTEMBER 18, 2014

WHERE: COLUMBIA METROPOLITAN CONVENTION CENTER
1101 LINCOLN STREET, COLUMBIA, SC 19201

TIME: 6:00 – 9:30 P.M.

6:00 P.M. RECEPTION

7:00 – 9:30 DINNER PROGRAM/ENTERTAINMENT

COST PER PERSON: \$200

The World Needs Visionaries



Visionary Leadership Gala Sponsorship Opportunities

President's Circle

\$100,000

- Opportunity to be named the gala title sponsor or co-sponsor
- A named scholarship supporting 4 Clafin University students
- One reserved table for 10 guests with preferred seating
- Ten tickets to attend the VIP reception
- Presentation to designated company representative during VIP Reception
- Complimentary valet parking for table guests the night of the gala
- Full-page four-color advertisement with preferred placement in souvenir program
- Premium recognition on all gala promotional materials and media outreach
- Inclusion in remarks made during the gala
- Listing in annual Honor Roll of Donors publication

Board Members Circle

\$75,000

- A named scholarship supporting 3 Clafin University students
- One reserved table for 10 guests with preferred seating
- Eight tickets to attend the VIP reception
- Presentation to designated company representative during VIP Reception
- Complimentary valet parking for table guests the night of the gala
- Full-page four-color advertisement with preferred placement in souvenir program
- Premium recognition on all gala promotional materials and media outreach
- Inclusion in remarks made during the gala
- Listing in annual Honor Roll of Donors publication

Executive Cabinet Circle

\$50,000

- A named scholarship supporting 2 Clafin University students
- One reserved table for 10 guests with preferred seating
- Six tickets to attend the VIP reception
- Presentation to designated company representative during VIP Reception
- Complimentary valet parking for table guests the night of the gala
- Half-page four-color advertisement with preferred placement in souvenir program
- Premium recognition on all gala promotional materials and media outreach
- Inclusion in remarks made during the gala
- Listing in annual Honor Roll of Donors publication

Deans Circle

\$25,000

- A named scholarship supporting 1 Claflin University student
- One reserved table for 10 guests with preferred seating
- Four tickets to attend the VIP reception
- Presentation to designated company representative during VIP Reception
- Complimentary valet parking for table guests the night of the gala
- Half-page four-color advertisement with preferred placement in souvenir program
- Premium recognition on all gala promotional materials and media outreach
- Inclusion in remarks made during the gala
- Listing in annual Honor Roll of Donors publication

Student Government Association Circle

\$10,000

- One reserved table for 10 guests with preferred seating
- Two tickets to attend the VIP reception
- Presentation to designated company representative during VIP Reception
- Complimentary valet parking for table guests the night of the gala
- Quarter-page four-color advertisement with preferred placement in souvenir program
- Premium recognition on all gala promotional materials and media outreach
- Inclusion in remarks made during the gala
- Listing in annual Honor Roll of Donors publication

Orange and Maroon Table Sponsor

\$5,000

- One reserved table for 10 guests and premium seating
- Recognition in gala souvenir program
- Listing in annual Honor Roll of Donors publication

Panther Table Sponsor

\$2,000

- One reserved table for 8 guests and mid-ballroom seating
- Recognition in gala souvenir program
- Listing in annual Honor Roll of Donors publication

Individual Gala Ticket

\$200

- One ticket to the Visionary Leadership Gala



Sponsorship Commitment Form

Visionary Leadership Gala - 20th Anniversary Celebration

September 18, 2014 ~ Columbia Metropolitan Convention Center

Sponsorship Levels

My company/I will sponsor the (event) at the following level:

- \$100,000
 \$75,000
 \$50,000
 \$25,000
 \$10,000
 \$5,000 (Table of 10)
 \$2,000 (Table of 8)

We cannot support (event) at a Sponsorship Level, but would like to:

- Reserve _____ table(s) of 8 @ \$2,000 ~or~ Reserve _____ seat(s) @ \$200 each
 My company/I would like to make a contribution in support of the Gala in the amount of \$ _____

**All sponsorships of \$5,000 and above may be paid over a (3) three-year period*

Method of Contribution

Please make donation payable to Claflin University and place Visionary Leadership Gala in the memo line

- Check (please enclose)
 Money Order (please enclose)
 Please Bill Me
 Please debit my bank account in the amount of \$ _____ on the _____ day of each month.
 (Please include a voided check)
- Credit Card
 VISA
 MasterCard
 Discover
 American Express

Name (on card) _____

Card Number _____

Expiration Date _____ / _____ Signature _____

Contact Information

As should be listed in program/promotional materials (if applicable)

Company Name _____

Contact Name _____

Address _____

City, State, Zip _____

Office/Home Phone _____ Mobile Phone _____

Email _____

Table Guests

Please list the names of persons who will attend this event on behalf of your sponsorship:

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

Please return your completed form and payment to: Attn: Leandra Hayes, AVP for Major Gifts, Claflin University, 400 Magnolia Street, Orangeburg, SC 29115 803-535-5238 (office), 803-535-5371 (Fax) lhayes@claflin.edu