



CLARK ATLANTA UNIVERSITY &
THE CLARK ATLANTA UNIVERSITY GUILD

present the

2024 ANNUAL

Jazz Under the Stars

FRIDAY, MAY 10, 2024 | 7:00 PM

GREGORY
PORTER



Dear Corporate Supporter:

It is with great anticipation that we extend an opportunity for you to partner with Clark Atlanta University (CAU) to support the CAU Guild's 2024 Jazz Under The Stars Event. As part of our 2023-2024 signature event programming, we are seeking the involvement and support of community partners like you.

We are pleased to offer sponsorship opportunities that allow our corporate and organizational partners to receive recognition at our annual events through joint sponsorship. Put the power of the CAU brand behind your company. CAU has an annual economic impact of nearly \$500 million and boasts the largest footprint in the Atlanta University Center. Our constituents are among the most brand loyal as any in the country, over 97% of our supporters will patronize your businesses.

By becoming a corporate partner, you will have an opportunity to build a strategic and sustaining relationship that will drive value, revenue and a quality investment. If a package does not include the sponsorship benefits that you seek, we would be pleased to create a custom package that meets your needs. If you have any questions or would like to support any or all of our signature events, please contact the Office of Institutional Advancement at (404) 880-8883.

Thank you for your consideration and support of Clark Atlanta University and the Guild!

Kind Regards,



Richard L. Lucas, Ph.D.
Vice President, Institutional Advancement



Jacquelyn B. Thornton, MSA, CEHA
Chair, CAU Guild



Clark Atlanta University (CAU) is a comprehensive, private, urban, coeducational institution of higher education with a predominantly African-American heritage. It offers undergraduate, graduate and professional degrees, as well as certificate programs, to students of diverse racial, ethnic and socioeconomic backgrounds.

Clark Atlanta University produces graduates who have met standards of excellence in contemporary higher education, who are educated to be creative and to have a perspective on the world and its people. CAU graduates are committed to making an impact on our global society as our next generation of leaders.

Date: Friday, May 10, 2024

Time: 7:00 p.m.

Location: CAU Harkness Hall

Sponsorship Deadline: Friday, April 12, 2024

GREGORY
PORTER



OVERVIEW

Jazz Under The Stars sponsored by the Clark Atlanta University Guild is one of the most anticipated events of the year. Held in the Spring, the event has featured some of the jazz industry's most prolific artists to include Pieces of a Dream, Maysa Leak, Rachelle Ferrell, Lalah Hathaway, Will Downing, Terrance Blanchard, Dianne Reeves, Jeffrey Osborne and Gerald Albright, just to name a few.

This 2024 event will feature Gregory Porter.

The CAU Guild is an auxiliary group founded by former first lady of Clark Atlanta University, Judge Brenda Cole. The mission of the CAU Guild is to provide financial assistance to CAU students in the fields of performing arts, creative writing, drama, film and music. Over the last 32 years, more than \$3.2 million have been raised to support student scholarships.

SPONSORSHIP OPPORTUNITY

- ◀ Multi-level sponsorship opportunity
- ◀ Logo placement throughout the event
- ◀ Sponsored breakout rooms
- ◀ Promotional advertising throughout the event via livestream and in-person
- ◀ VIP meet and greet
- ◀ Product placement & experience integration

JAZZ UNDER THE STARS

SPONSORSHIP OPPORTUNITIES

\$100,000 PRESENTING SPONSOR

- Positioned as presenting sponsor in all event-specific materials
- Pre-taped corporate remarks in a 30-second video spot
- Opportunity for breakout room the night of the event (on-site event only)
- Full-screen sponsor ad/feature in sponsor loop
- Name listed as sponsor on event web page and all marketing materials with hyperlink back to company site
- Company name mentioned in press releases and all print and electronic media
- Company promotional merchandise included in swag box
- (30) company attendees access to the event (via live stream) and (20) passes (2 tables) for seating on-site
- WCLK 91.9 on-air PRESENTING SPONSORSHIP associated with Jazz Under the Stars to include: (2) :30 PSA to be included in daily rotation
- (20) Swag boxes
- (10) Invitations to virtual VIP meet and greet and (20) invitations to on-site VIP meet and greet

\$50,000 LEGACY SPONSOR

- Pre-taped corporate remarks in a 30-second video spot
- Opportunity for breakout room the night of the event (on-site event only)
- Full-screen sponsor ad/feature in sponsor loop
- Name listed as sponsor on event web page and all marketing materials with hyperlink back to company site
- Company name mentioned in press releases and all print and electronic media
- Company promotional merchandise included in swag box
- (10) company attendees access to the event (via live stream) and (10) passes (1 table) for seating on-site
- (10) Swag boxes
- (8) Invitations to virtual VIP meet and greet and (10) invitations to on-site VIP meet and greet

\$10,000 PLATINUM SPONSOR

- Full-screen sponsor ad/feature in sponsor loop
- Name listed as sponsor on event web page and all marketing materials with hyperlink back to company site
- Company name mentioned in press releases and all print and electronic media
- Company promotional merchandise included in swag box
- (10) company attendees access to the event (via live stream) or (10) passes (1 table) for seating on site
- (8) Swag box
- (6) Invitations to virtual VIP meet and greet and (6) invitations to on-site VIP meet and greet



**\$5,000
GOLD SPONSOR**

- Full-screen sponsor ad/feature in sponsor loop
- Name listed as sponsor on event web page and all marketing materials with hyperlink back to company site
- Company name mentioned in press releases and all print and electronic media
- Company promotional merchandise included in swag box
- (10) company attendees access to the event (via live stream) or (10) passes (1 table) for seating on site
- (4) Swag box
- (4) Invitations to virtual VIP meet and greet and (4) invitations to on-site VIP meet and greet

**\$2,500
SILVER SPONSOR**

- Full-screen sponsor ad/feature in sponsor loop
- Name listed as sponsor on event web page and all marketing materials with hyperlink back to company site
- Company name mentioned in press releases and all print and electronic media
- Company promotional merchandise included in swag box
- (10) company attendees access to the event (via live stream) or (10) passes (1 table) for seating on site
- (1) Swag box

**\$1,500
FRIEND OF THE GUILD
SPONSOR**

- Name listed as sponsor on the digital program
- Company featured in virtual sponsor loop
- Company mentioned in all print and electronic media
- (10) company attendees access to the event via live stream or (10) attendee passes for (1) table seating on-site
- (1) Swag box



Agreement for Event Sponsorship

All sponsors must complete and return this form to the Office of Institutional Advancement at Clark Atlanta University. Payments may accompany this form, or arrangements may be made directly with the Office of Institutional Advancement. The sponsorship deadline is Friday, April 12, 2024. This is an electronic ticket event.

Company Information

Sponsorship Level _____ Amount _____

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Total \$ _____

Ticket Options

- Email the tickets to this address
- Yes, I will need some assistance filling some/all of our seats/tickets with University students

Payment Options

- Check included Check by mail
 VISA AMEX MASTERCARD DISCOVER

Name as it appears on the card _____

Account Number _____

Address _____

City _____ State _____ Zip _____

Credit Card # _____

Exp. _____ Ver. # _____ Billing Zip _____

Signature _____

Please mail or email this form to:

Clark Atlanta University (CAU) Guild
P.O. Box 115349
CAU Guild Campus Box 10010
Atlanta, GA 30310
Email: tricks@cau.edu

Thank you for your continued support of Clark Atlanta University



**CLARK ATLANTA
UNIVERSITY**

Office of Institutional Advancement
(404) 880-8883
Otis Threatt
othreatt@cau.edu