



**30** YEARS ANNIVERSARY

**KEEPER  
OF THE  
DREAM**

Sponsorship Opportunities



# KEEPER OF THE DREAM

## SCHOLARSHIP AWARDS CELEBRATION

### **The Keeper of the Dream Scholarship Awards Celebration**

honors the legacy of the late civil rights leader Dr. Martin Luther King, Jr. Five thousand dollar scholarships are awarded to students who best demonstrate exceptional leadership qualities through their involvement on campus and in the community. Students are recognized for breaking down racial and cultural stereotypes, promoting unity among all people and fostering a campus environment rich in diversity and multiculturalism.

Every year on MLK Day, more than 800 people attend this annual celebration to recognize student achievement and hear an inspiring message from a human rights activist, author, actor or noted individual who has contributed to interracial understanding. Previous speakers include: Jurnee Smollet-Bell, Lee Daniels, Danny Glover, Harry Belafonte, Coretta Scott King, Martin Luther King III, Edsel B. Ford II, Daymond John, Lou Gossett Jr, Common, Susan Taylor and Levar Burton.

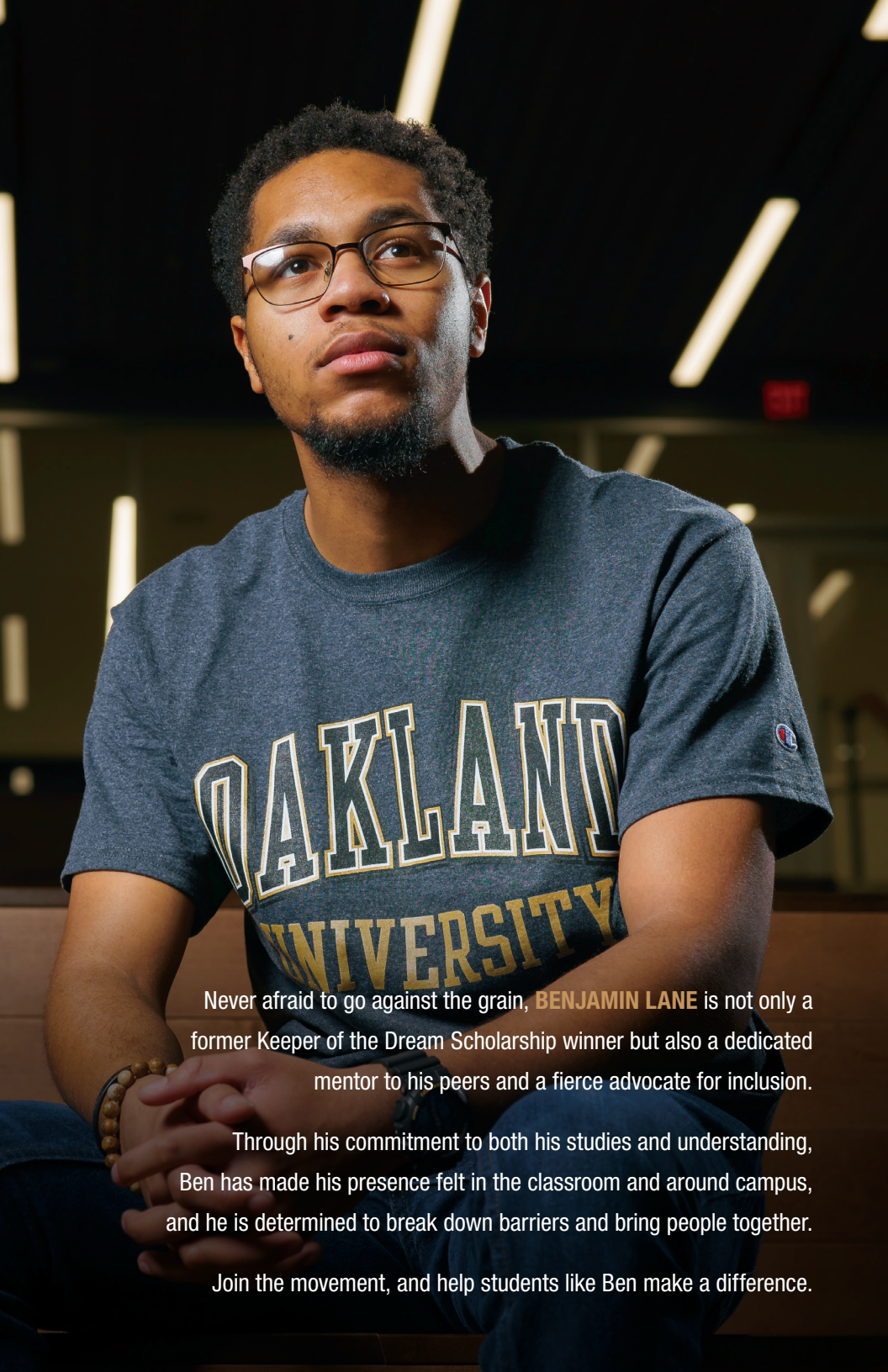
### **30TH ANNIVERSARY HONORARY CO-CHAIRS**

#### **Richard "Ric" DeVore**

Executive Vice President/Regional  
President PNC Bank

#### **Trina Scott**

Chief Diversity Officer Rock Ventures  
and Oakland University Board of  
Trustees Member



Never afraid to go against the grain, **BENJAMIN LANE** is not only a former Keeper of the Dream Scholarship winner but also a dedicated mentor to his peers and a fierce advocate for inclusion.

Through his commitment to both his studies and understanding, Ben has made his presence felt in the classroom and around campus, and he is determined to break down barriers and bring people together.

Join the movement, and help students like Ben make a difference.

# KEEPER OF THE DREAM

## SCHOLARSHIP AWARDS CELEBRATION

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### **KOD 30th Anniversary Premier Platinum Reception Sponsor – \$50,000 (Exclusive)**

**Includes \$5,000 in student scholarship support (*student retention fund*)**

- Company advertisement in center spread of event program book
- Company name(s) on the event invitation
- Pre-event press release(s) acknowledging your company as the Premier Platinum Reception Sponsor

### **Sponsor**

- Recognition in media release(s)
- Recognition in social media post
- Interactive Instagram posts and Twitter tweets sharing a link to your company's website from CMI social media channels
- Welcome address (one minute) by executive representative
- Acknowledgment at the KOD Awards Celebration by Oakland University President Ora Hirsch Pescovitz, M.D.
- Corporate logo(s) displayed on the large, electronic screen in the general session room before and during breaks
- Prominent acknowledgment on VIP event signage
- Acknowledgment in KOD awards celebration video
- Recognition in OU News KOD article on oakland.edu website
- Recognition in OU Magazine or Advancing Oakland print publication as Premier Platinum Sponsor

### **Reception Sponsor**

- Recognition on KOD webpage
- Follow-up social media posts on Center for Multicultural Initiatives Facebook channel
- Invitation to all African American Celebration Month events
- Company-dedicated reception room
- VIP seating for six
- Two company display tables during reception
- Invitation for 15 to VIP reception
- Prominent acknowledgment on VIP event signage

# SPONSORSHIP

## OPPORTUNITIES

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### **KOD 30th Anniversary African American Celebration Sponsor – \$25,000**

#### **Includes \$2,500 Student Scholarship (*student retention fund*)**

- Recognition in speaker promotional material
- One pre-event press release(s) acknowledging your company as African American Celebration Sponsor
- One pre-event post from the CMI Facebook channel tagging your company as African American Celebration Sponsor
- Company name on the event invitation
- Acknowledgment at KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Prominent acknowledgment on VIP event signage
- Corporate logo displayed on the large, electronic screen in the general session room before and during event breaks
- Acknowledgment in KOD Awards celebration video
- VIP seating for four during event
- One full-page advertisement in event program book
- Company name listed on African American Celebration Month banner displayed on OU Campus
- Invitation for 10 to VIP reception
- Opportunity to host one display table during VIP reception
- Recognition in KOD OU News article posted on oakland.edu
- Acknowledgment in OU Magazine or Advancing Oakland print publication
- Electronic copy of event program
- Follow-up on social media posts on CMI Facebook channel
- Invitation to all African American Celebration Month events
- Company recognition on African American Celebration marketing materials
- Company recognition on African American Celebration and KOD webpage
- Acknowledgment at African American Celebration opening ceremony
- Invitation to all African American Celebration Month events

### **KOD 30th Anniversary Benefactor Sponsor – \$10,000**

#### **Includes \$1,000 Student Scholarship (*student retention fund*)**

- Invitation to all African American Celebration Month events
- Recognition in press release(s) acknowledging your company as the Benefactor Sponsor
- Interactive Instagram posts and Twitter tweets sharing a link to your company's website from CMI social media channels
- Acknowledgment at the KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.

*More sponsorship opportunities on the next page*

# SPONSORSHIP

## OPPORTUNITIES (continued)

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- Prominent acknowledgment in event program book
- Corporate logo displayed on the large, electronic screen in the general session room during event breaks
- VIP seating for two at KOD celebration
- Invitation for five to VIP reception
- Company name listed on African American Celebration Month banner displayed on OU campus
- Prominent acknowledgement on VIP event signage
- Acknowledgment in KOD awards celebration video
- Recognition in OU News KOD article posted on oakland.edu
- Acknowledgment in OU Magazine or Advancing Oakland print publication
- Recognition on KOD webpage (oakland.edu/kod)
- Electronic copy of the event program book
- Follow-up social media posts on CMI Facebook channel
- Invitation to all African American Month events

### KOD 30th Anniversary Scholarship Sponsor – \$5,000 Seven Available

- Recognition in media release(s)
- Interactive Instagram posts and Twitter tweets sharing a link to your company's website from CMI social media channels
- Acknowledgment at the KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Prominent acknowledgment and logo in event program book
- Prominent acknowledgment on VIP event signage
- Acknowledgment in KOD awards celebration video
- Recognition in KOD OU News article posted on oakland.edu
- Acknowledgment in OU Magazine or Advancing Oakland print publication
- Recognition on KOD webpage (oakland.edu/kod)
- Personalized letter and photo of scholarship recipient
- Electronic copy of the event program book
- Follow-up social media posts on CMI Facebook channel
- Invitation to all African American Celebration Month events
- Invitation for five to VIP reception
- Opportunity for one-on-one meeting with your scholarship recipient
- VIP Seating for two at KOD celebration

*Sponsorships are tax deductible to the extent allowed by law*

# SPONSORSHIP

## OPPORTUNITIES (continued)

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### KOD 30th Anniversary Vision Sponsor – \$3,500

- Acknowledgment in the event program book
- Acknowledgment on the VIP Signage
- Acknowledgment on the KOD webpage (oakland.edu/kod)
- Recognition in media release(s)
- Invitation to all African American Celebration Month events
- VIP seating for two at KOD celebration
- Half-page advertisement in event program book
- Invitation for two to VIP reception

### KOD 30th Anniversary Unity Sponsor – \$2,500

- Acknowledgment at the KOD Awards Celebration
- Acknowledgment in the event program book
- Recognition on KOD webpage (oakland.edu/kod)
- Recognition in media release(s)
- Invitation to all African American Celebration Month events
- Quarter-page advertisement in event program book
- Invitation for two to VIP reception

### KOD 30th Anniversary Divine Nine Sponsor – \$1,500

- Acknowledgment naming specific sorority and fraternity as sponsors at the KOD Awards Celebration by CMI Senior Director
- Acknowledgment in event program book
- Reserved designated seating with signage
- Recognition in media release(s)
- Invitation to all African American Celebration Month events
- Acknowledgment on the KOD webpage (oakland.edu/kod)
- Invitation to VIP reception
- Invitation to all African American Celebration Month events

### KOD 30th Anniversary Student Retention Fund Patron – \$500

- Name listed in event program book
- Reserved seating for two at event
- Invitation to all African American Celebration Month events



For sponsorship information, contact:  
Tanya Griffith  
Corporate and Foundation Relations  
Wilson Hall, Room 119  
(313) 244-7901  
[tgriffith@oakland.edu](mailto:tgriffith@oakland.edu)

Please send camera-ready artwork (EPS, TIFF, PDF or JPEG high resolution file) to: [jmbakaric@oakland.edu](mailto:jmbakaric@oakland.edu).

To ensure your corporate sponsorship is acknowledged in all pre-event media releases, please respond no later than the last business day of October.

**OAKLAND**  
**UNIVERSITY™**