

A portrait of a young Black woman with long, dark, wavy braided hair pulled back. She is wearing black-rimmed glasses, a black top, and a gold chain necklace. The background is solid black.

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. Seven Keeper of the Dream 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, Levar Burton and Anthony Anderson.

2023 Honorary Co-Chairs

April M. Globes
President and Chief Executive Officer
OU Credit Union

Walter Douglas
Chairman
Avis Ford, Inc.

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

Keeper of the Dream Event Sponsor – \$50,000 (Exclusive)

Includes \$10,000 in student scholarship support

- Company advertisement in center spread of event program book
- Company name on the event invitation
- Pre-event press release(s) acknowledging your company as the Keeper of the Dream Event Sponsor
- Recognition in media release(s) digital format
- Recognition in OU social media post
- Recognition in speaker promotional material
- 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 displayed on the large, electronic screen in the general session room
- 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 the Keeper of the Dream Event 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
- VIP seating for 15
- Two company display tables during reception
- Invitation for 15 to VIP reception

Keeper of the Dream Program Sponsor – \$25,000 (3 available)

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

- Recognition in speaker promotional material
- Pre-event press release acknowledging your company as a Keeper of the Dream Program Sponsor and an African American Celebration Sponsor
- One pre-event post from the CMI Facebook channel tagging your company as a Keeper of the Dream Program Sponsor and an African American Celebration Sponsor

SPONSORSHIP

OPPORTUNITIES

- Company name on the event invitation
- Opportunity to provide opening remarks during reception hours
- 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
- Acknowledgment in KOD Awards celebration video
- VIP seating for 10 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 website
- Acknowledgment in OU Magazine or Advancing Oakland print publication
- 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

Keeper of the Dream Benefactor Sponsor – \$10,000 (5 available)

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

- Invitation to all African American Celebration Month events
- Recognition in press release acknowledging your company as the Benefactor Sponsor
- Recognition in speaker promotional material
- 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 in event program book
- Corporate logo displayed on the large, electronic screen in the general session room
- VIP seating for seven at KOD celebration
- Invitation for seven 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

More sponsorship opportunities on the next page

SPONSORSHIP

OPPORTUNITIES (continued)

- Acknowledgment in OU Magazine or Advancing Oakland print publication
- Recognition on KOD webpage (oakland.edu/kod)
- Follow-up social media posts on CMI Facebook channel
- Invitation to all African American Month events

Keeper of the Dream High Achievement Scholarship Sponsor \$10,000 (2 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
- 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 five at KOD celebration

Keeper of the Dream Scholarship Sponsor – \$5,000 (5 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.
- Acknowledgment and logo in event program book
- Acknowledgment on VIP event signage
- Acknowledgment in KOD awards celebration video
- Opportunity for one-on-one meeting with your scholarship recipient
- Recognition in KOD OU News article posted on oakland.edu
- Acknowledgment in OU Magazine or Advancing Oakland print publication

Sponsorships are tax deductible to the extent allowed by law

SPONSORSHIP

OPPORTUNITIES (continued)

- Recognition on KOD webpage (oakland.edu/kod)
- Personalized letter and photo of scholarship recipient
- Invitation for two to VIP reception
- VIP Seating for two at KOD celebration

Keeper of the Dream Vision Sponsor – \$3,500

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

Keeper of the Dream Unity Sponsor – \$2,500

- Acknowledgement listed in event program book
- Invitation for two to VIP reception and KOD event
- Invitation to all African American Celebration Month events
- Recognition on KOD webpage (oakland.edu/kod)
- Acknowledgment on the VIP Signage

Keeper of the Dream Divine Nine Sponsor – \$1,500

- Name listed in event program book
- Reserved seating for two at the event
- Invitation to all African American Celebration Month events
- Acknowledgment on the KOD sponsor board

Keeper of the Dream 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
John Dodge House
Room 211 | 507 Golf View
Rochester, MI 48309
(313) 244-7901
tgriffith@oakland.edu

Please send camera-ready artwork (EPS, TIFF, PDF or JPEG high resolution file) to: 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™