



Dear Corporate Partners:

We welcome you to be part of a new West Chester University legacy. I invite members of the greater West Chester community to be part of a bright future that will benefit all of our students and celebrate the work that we will do together to fuel students' dreams. You are an important part of our University's next chapter and I hope you will join me at the 42nd Annual President's Gala on Friday, March 28th in the newly-opened Fountain Room at Longwood Gardens.

This is a special time for all of us and it is my inaugural wish to honor and support Golden Rams during their time here at West Chester. Since your sponsorship dollars have a direct impact on students through the Purple & Gold Fund, I'd like to highlight a few essential initiatives that the Purple & Gold Fund may support at WCU through your generosity:

- **Unpaid internship funding** ensures no student must turn down an internship because of a financial barrier.
- **Experiential learning (ExL)** provides hands-on experiences for students to intentionally further their knowledge and skills related to their interests while offering local organizations the opportunity to discover new talent.
- The **Resource Pantry** minimizes food and basic need insecurity and is open to all undergraduate and graduate students regardless of need level.
- **West Chester's First** provides first-generation students with access to resources, opportunities to connect, and space to build a sense of community.
- **The Fund to Finish** provides flexible emergency funding to students when they have exhausted all other avenues of support, ensuring they can complete their degree.

I encourage you to showcase your partnership with WCU as a sponsor of the Gala. Contact Director of Corporate & Foundation Relations Viviann Schorle at vschorle@wcufoundation.org to discuss your commitment or review our sponsorship deck that includes levels that offer value for businesses of all sizes. Please respond by Monday, December 2, 2024, to have your name or your company's logo included on the printed invitation.

Join me in making a Golden Ram difference!

Yours,

R. Lorraine Bernotsky, DPhil
President
West Chester University

42nd Annual Presidential Gala

Director of Corporate & Foundation Relations: Viviann Schorle
Sponsorship Fulfillment Coordinator: Stephanie Giangiulio



WEST CHESTER UNIVERSITY
FOUNDATION
— Student Success Is Our Mission —

| SPONSORSHIP OPPORTUNITIES | Purple C \$1,871 | Purple B \$3,000 | Purple A \$5,000 | Gold C \$7,500 | Gold B \$10,000 | Gold A \$25,000 | Presenting \$40,000 SOLD |
|---|---------------------|---------------------|---------------------|-------------------|--------------------|--------------------|---------------------------------------|
| Tickets to event | 2 | 4 | 4 | 6 | 6 | 8 | 8 |
| Color ad in program booklet | Half page | Half Page | Half Page | Full Page | Full Page | Full Page | Full Page |
| Company name listed on event signage | x | x | x | x | x | x | x |
| Recognition in print materials and media releases | x | x | x | x | x | x | x |
| Social Media “Shout-Out” | x | x | x | x | x | x | x |
| Company name listed on invitation, logo on website hyperlinked * | | | x | x | x | x | x |
| Private photo opportunity with President Bernotsky | | | | x | x | x | x |
| Invitation to President’s Speaker Series | | | | | x | x | x |
| Invitation to the Wells School of Music Holiday Program and Annual Holiday Open House at Tanglewood | | | | | x | x | x |
| Invitation to Tanglewood dinner and/or Gold Box event | | | | | | x | x |
| Speaking opportunity during the event | | | | | | | x |

| FUN SPONSORSHIPS | COST |
|--|------------------------|
| Entertainment Sponsor * Recognition in print materials, media releases, and event signage as Entertainment Sponsor • Opportunity to pick a song and introduce it as well as the entertainment at the event • Company name featured on invitation, event signage, and event website (with URL link) • Two (2) tickets to the event • Full-page color ad in program booklet. | SOLD \$5,000 |
| Beautiful Spring Flowers Sponsor * Recognition in print materials, media releases, and event signage as Décor Sponsor • Mention during welcome remarks • Company name featured on invitation, event signage, and event website (with URL link) • Two (2) tickets to the event • Full-page color ad in program booklet | SOLD \$5,000 |
| Signature Drink Sponsor Company name featured on invitation • Logo featured at the bars – “Signature Drink Sponsored by [logo]” • Two (2) tickets to the event | SOLD \$3,000 |

* *Commitment by 12/02/24 to be included in the print invitation.*

11/7/2024