THE ULTIMATE HOMECOMING EXPERIENCE
OCT. 29-NOV. 4, 2023

2023 SPONSORSHIP GUIDE
Durham, North Carolina | nccu.edu/homecoming
ABOUT NCCU

North Carolina Central University

prepares students to succeed in the global marketplace and become leaders and practitioners who transform lives and communities.

Grounded in a legacy of 113 years of excellence, North Carolina Central University is a top-ranked regional institution and the first public liberal arts college for African Americans in the nation.

NCCU is soaring and focusing on its No. 1 priority—student success. The Eagle Promise was launched in 2017 to prepare students to graduate in four years with global engagement, proven leadership skills and a job or acceptance into a graduate or professional program. The university maintains a commitment to serving students from diverse academic, social, economic, ethnic, and geographic backgrounds.

Continuing a strong tradition of teaching, research and service, this stellar academic enterprise offers top-ranked programs in disciplines including the sciences, law, business, and education. As one of the 17 constituent institutions in the University of North Carolina System, NCCU offers bachelor’s degrees in 100 disciplines, master’s degrees in more 40 areas, and a Ph.D. in Integrated Sciences.

NCCU is being transformed with the recent completion of four major capital projects, new programs and research collaborations. Powered by transformative private support and strong, mutually-beneficial partnerships with leading corporations and private foundations, NCCU is transforming lives and communities.

NCCU’s athletics programs have enjoyed regional and national recognition for years. Fifteen men’s and women’s sports teams participate in National Collegiate Athletic Association (NCAA) competition at the Division I level (Football Championship Subdivision) as members of the Mid-Eastern Athletic Conference (MEAC). In 2022, the NCCU Football program clinched the MEAC Championship and captured their fourth HBCU national championship in NCCU history by winning the Cricket Celebration Bowl in front of a record crowd of 49,670 with an additional 2.42 million viewers watching on ABC.
### NCCU Community Reach and Impact

<table>
<thead>
<tr>
<th>$506 MILLION</th>
<th>Total Economic Impact Economic Modeling Specialists International (EMSI) Economic Impact Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,553</td>
<td>Total Number of Undergraduate, Graduate and Law Students (Fall 2022)</td>
</tr>
<tr>
<td>47,000+</td>
<td>NCCU Alumni across the U.S.</td>
</tr>
<tr>
<td>13TH Best HBCU</td>
<td>Best Historically Black Colleges and Universities in the Nation</td>
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</table>

### Economic Modeling Specialists International (EMSI) Economic Impact Report

- 82,690 Eagle Fans in the Raleigh-Durham Area (25th Largest Media Market in the U.S.)
- 10,276 DEGREES AWARDED (2016-2017 to 2020-2021)
- 47,000+ NCCU Alumni across the U.S.
- 4,276 STATES WITH THE LARGEST NCCU ALUMNI POPULATIONS

### Top Performers

- **#10** Top Performer on Social Mobility
- **#21** Economic Diversity
- **#16** Top Public Schools
- **#48** Best Regional Universities in the South

### Southern Regional Colleges

- U.S. News & World Report 2022 Rankings

### National Titles

- NCCU Football HBCU National Titles 1954, 2005, 2006 and 2022

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### Economic Modeling Specialists International (EMSI) Economic Impact Report

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The Ultimate Homecoming Experience provides transformational opportunities for select corporate partners to strategically engage with NCCU in mutually-beneficial partnerships and opportunities to drive brand awareness and generate goodwill and philanthropic support for the university. Homecoming sponsorships by top corporations and organizations help NCCU soar to new heights.

Sponsorship and promotional opportunities also increase and strengthen community relations and positive association with NCCU, one of the top HBCUs in the nation, and make the 2023 Ultimate Homecoming Experience a success and reality.

ULTIMATE THANKS TO OUR 2022 SPONSORS

PNC  
NCCU FOUNDATION  
BE THE MATCH  
AT&T  
pepsi  
State Farm  
SAMET  
P&G
COME SOAR WITH US by sponsoring The Ultimate Homecoming Experience and signature events with category exclusivity in 2023.

SATURDAY, OCT. 28, 2023
☐ The Ultimate Homecoming Countdown

SUNDAY, OCT. 29, 2023
☐ The Ultimate Gospel Concert

MONDAY, OCT. 30, 2023
☐ Miss and Mister NCCU Royal Coronation

TUESDAY, OCT. 31, 2023
☐ The Ultimate Talent Show
☐ Late Night Breakfast

WEDNESDAY, NOV. 1, 2023
☐ The Ultimate Drag Show
☐ The Ultimate Gym Jam

THURSDAY, NOV. 2, 2023
☐ Old School Stroll-off
☐ All-Class Reunion Registration, All-Class Reunion Dinner and Presentation of Reunion Gifts
☐ Chancellor’s Corporate & Community Partners Reception
☐ The Ultimate Hip-Hop and R&B Concert

FRIDAY, NOV. 3, 2023
☐ Society of Golden Eagles Luncheon
☐ Silver Class of 1998 Pinning
☐ Young Alumni Day Party
☐ The Ultimate Step Show
☐ Alumni Concert

SATURDAY, NOV. 4, 2023
☐ The Ultimate Homecoming Parade
☐ Chancellor’s Tailgate
☐ Alumni Tailgate
## Sponsorship Opportunities

### Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Details</th>
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<tbody>
<tr>
<td>Presenting Sponsor Recognition</td>
<td>Presenting sponsor recognition of 2023 Ultimate Homecoming Experience</td>
</tr>
<tr>
<td>Category Exclusivity</td>
<td>Category exclusivity in a small group of NCCU Homecoming corporate partners, and name listing in all media</td>
</tr>
<tr>
<td>Extended Rights</td>
<td>Extended rights to retain and renew Title Sponsor level for 2024</td>
</tr>
<tr>
<td>Prominent Recognition</td>
<td>Highest recognition of company name/logo on NCCU Homecoming marketing materials</td>
</tr>
<tr>
<td>Banner Display</td>
<td>Premier banner display opportunities at all signature Homecoming events (see events listed on page 5)</td>
</tr>
<tr>
<td>Event Exposure</td>
<td>Premier multi-event exposure with one (1) promotional table for giveaways and visibility at all signature events</td>
</tr>
<tr>
<td>Website Visibility</td>
<td>Premier website visibility with logo placement and link on NCCU Homecoming website as title sponsor</td>
</tr>
<tr>
<td>Social Media Recognition</td>
<td>Social media recognition, mentions and links on select NCCU social media channels</td>
</tr>
<tr>
<td>VIP Access</td>
<td>VIP access to attend all signature Homecoming events, including four (4) reserved football seats and one (1) VIP table at Alumni Concert</td>
</tr>
<tr>
<td>In-Game Recognition</td>
<td>In-Game Recognition at O’Kelly-Riddick Stadium with public address announcements and in-game, rolling video board</td>
</tr>
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</table>

### Plus...

### One-On-One Engagement with Campus Community:

<table>
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<tr>
<th>Benefit</th>
<th>Details</th>
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<tbody>
<tr>
<td>Campus Video Screens</td>
<td>Premier placement of company logo on video screens and Apogee TVs across campus</td>
</tr>
<tr>
<td>Reception Invitation</td>
<td>Invitations to the Chancellor’s Corporate and Community Partners Reception and Chancellor’s Tailgate</td>
</tr>
<tr>
<td>Campus Engagement</td>
<td>Specialized engagement opportunity with NCCU faculty, staff and students</td>
</tr>
<tr>
<td>Homecoming Parade</td>
<td>Up to two free entries in the Homecoming Parade</td>
</tr>
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</table>

**Ultimate Title Sponsor | $100,000**

One (1) title sponsorship available
<table>
<thead>
<tr>
<th>Ultimate Alumni Concert Sponsor</th>
<th>Ultimate Category Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$50,000</strong></td>
<td><strong>$10,000</strong></td>
</tr>
<tr>
<td>One (1) alumni concert sponsorship available</td>
<td>Exclusive industry category sponsorships available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Benefits</th>
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</tr>
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<tbody>
<tr>
<td>Presenting sponsor recognition of Alumni Concert, featuring national</td>
<td>Presenting sponsor recognition of one (1) signature event (excluding</td>
</tr>
<tr>
<td>recording artists and special guests</td>
<td>Alumni Concert)</td>
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<tr>
<td>Category exclusivity in a small group of NCCU Homecoming corporate</td>
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<td>Extended rights to retain and renew Alumni Concert Sponsor level for</td>
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<td>Prominent recognition of company name/logo on NCCU Homecoming marketing</td>
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<tr>
<td>materials</td>
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<tr>
<td>Prominent banner display at Alumni Concert</td>
<td>Banner display opportunities at selected signature event</td>
</tr>
<tr>
<td>Event exposure with promotional tables for giveaways and visibility at</td>
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<td>Alumni Concert</td>
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</tr>
<tr>
<td>Social media recognition on select social media channels</td>
<td>Social media recognition on select social media channels</td>
</tr>
<tr>
<td>Two (2) VIP tables at Alumni Concert and other signature events upon</td>
<td>VIP access to attend selected signature events</td>
</tr>
<tr>
<td>request</td>
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**One-On-One Engagement with Campus Community:**

- Premier placement of company logo on video screens and Apogee TVs across campus
- Invitations to the Chancellor’s Corporate and Community Partners Reception and Chancellor’s Tailgate
- Specialized engagement opportunity with NCCU faculty, staff and students
THE ULTIMATE HOMECOMING EXPERIENCE SPONSORSHIP INFORMATION

SELECT YOUR SPONSORSHIP LEVEL

☐ Ultimate Title Sponsor $100,000
☐ Ultimate Alumni Concert Sponsor $50,000
☐ Ultimate Category Sponsor $10,000
☐ Ultimate Custom Sponsor* $_______
☐ Ultimate Donation $_______

TOTAL AMOUNT DUE: $_______

OTHER LEVELS OF PARTICIPATION:

☐ In-kind donations:
  Please contact Dr. Johnny Hill, director of corporate and foundation engagement at corporate.engagement@nccu.edu.

☐ NCCU game day advertising and sponsorship opportunities on Nov. 4:
  Please contact Jajuan Mabry, general manager of corporate partnerships, at 919-530-7186 or jmabry3@nccu.edu learn more about game day and stadium activations, on-field promotions, static and digital signage, and gate giveaways at O’Kelly-Riddick Stadium.

*A customized package can be created to best suit your business interests.

Email: corporate.engagement@nccu.edu or call 919-530-6151

PLEASE LIST COMPANY NAME IN SPONSORSHIP MATERIALS AS FOLLOWS:

__________________________________________________________________

Provide Your Contact Information:

Contact Name/Title: _____________________________________________

Company: _____________________________________________________

Address: _______________________________________________________

Phone (Mobile): ________________  Alternate Phone: __________________

Email: _________________________________________________________

PAYMENT/INVOICE OPTIONS:

☐ PLEASE SEND AN INVOICE

☐ CHECK PAYABLE TO: NCCU Foundation, Inc.
  (memo: The 2023 Ultimate Homecoming Experience)

☐ GIVE ONLINE at nccu.edu/giveonline

THE DEADLINE FOR SIGNAGE IS SEPTEMBER 30, 2023.

Thank you for your support of NCCU and the 2023 Ultimate Homecoming Experience!

NCCU DIVISION OF INSTITUTIONAL ADVANCEMENT
P.O. Box 19363, Durham, NC 27707