

*Florida A&M University  
School of Business and Industry (SBI)  
50th Anniversary Celebration Sponsorship Package*

The graphic is a dark-themed poster with gold and white accents. At the top center is the SBI logo, a stylized 'm' with 'SBI' below it. Below this is the word 'ANNIVERSARY' in a gold, sans-serif font. A large, white-outlined diamond shape contains the number '50' in a large, gold, serif font, with the word 'Years' in a smaller, gold, cursive font below it. To the left of the diamond is a circular portrait of a woman with the text 'DIAN SBI COLLINS-MORLEY' and '1943 FAMU 2003'. To the right is a circular aerial view of a building with the text 'FLORIDA A&M UNIVERSITY' and 'SCHOOL OF BUSINESS AND INDUSTRY TALLAHASSEE FLORIDA'. Below the diamond is a gold banner with the word 'CELEBRATE' in white, sans-serif font. Underneath is the FAMU logo, 'FAMU' in a large, bold, sans-serif font, followed by 'SCHOOL OF BUSINESS + INDUSTRY' in a smaller, sans-serif font. Below the logo is the text 'FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY'. The date and time 'SAVE THE DATE OCTOBER 31 | 7:30 - 9:00 PM' are centered. At the bottom, the years '1974' and '2024' are separated by a QR code. At the very bottom are the website 'SBI.FAMU.EDU', the word 'DONATE', and the phone number '(850) 599-3565'.

**SBI**

**ANNIVERSARY**

**50**  
*Years*

**CELEBRATE**

**FAMU** [ SCHOOL OF BUSINESS + INDUSTRY ]  
FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

SAVE THE DATE OCTOBER 31 | 7:30 - 9:00 PM

1974  2024

SBI.FAMU.EDU DONATE (850) 599-3565

*INVEST IN THE SBI LEGACY*

## *About SBI*

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Florida Agricultural and Mechanical University (FAMU) is home to the world-renowned School of Business and Industry (SBI), which was founded in 1974 under the leadership of Dr. Sybil Collins Mobley, Dean Emeritus. SBI was established to prepare talented students from around the world to not only survive, but to thrive in the competitive global marketplace. In Tom Peter's bestselling book, *A Passion for Excellence*, he described SBI as the "Marine Corps of business schools: pride, poise, excellence!" Half a century later, the outstanding record of SBI's achievements continue to be recognized worldwide. Unparalleled to any other business school, SBI offers its students unique opportunities to engage in innovative academic, professional development, and internship experiences in an enlightened, ethical, and stimulating student-centered learning environment.

## *Value Proposition for Partnering with SBI*

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As firms work to retain their competitive advantages, they look to source the best collegiate and mid-career talent. Partnering with SBI through sponsorship provides the sponsoring firm with a direct pipeline to the best and brightest collegiate talent. Additionally, SBI graduates (past, present, and future) are well-rounded business professionals ready to accept and excel in challenging assignments and business ventures regionally, nationally, and internationally. SBI Alumni, also known as the SBI FORCE, from far and wide, possess a wide array of professional experiences in areas such as accounting, finance, human resources, marketing, supply chain, etc. Members of the SBI Force from C-Suites to business owners and everywhere in between will be present to celebrate the legacy and future of Dean Mobley's pioneering business education formula – academics, professional leadership development, and internships. Make sure that your firm is not only present, but at the table with the best and brightest talent that the world has to offer – members of the SBI FORCE. Invest in the SBI Legacy by contributing to SBI's 50<sup>th</sup> Anniversary Celebration at one of the sponsorship levels delineated below or contact us for a customized sponsorship package.



## *Schedule of Events*

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*Thursday, October 31, 2024*

*7:00 – 9:00 p.m.*

*SBI 50<sup>th</sup> Anniversary Gala Mixer  
"Masquerading with and beneath the  
Stars"*

*Architecture Atrium*

*Friday, November 1, 2024*

*2:30 – 4:00 p.m.*

*SBI Big Board Plaque Unveiling  
SBI South Wing Entrance*

*Saturday, November 2, 2024*

*4:00 p.m.*

*Homecoming Game  
FAMU v. Texas Southern University  
Kenneth Riley Field at Bragg  
Memorial Stadium*

# *SBI 50<sup>th</sup> Anniversary Celebration Sponsorship Levels*

## **Titanium Event Sponsor ~ \$50,000**

Official naming as “Titanium Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Media Mentions in select SBI’s Fall 2024 Professional Leadership Development Programming
- 30-second commercial to run on SBI monitors
- Special Recognition Article on the SBI website
- Search Engine Optimization through QR Code development with link to company website
- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Photo opportunities to develop “Titanium Event Sponsor” promotional materials
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Titanium Event Sponsor” on the SBI website with link to company website
- Deliver Greeting at SBI 50th Anniversary Celebration Gala Mixer
- 30 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 10 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Full page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program
- Written greeting in SBI 50th Anniversary Celebration souvenir program
- Placement of “Titanium Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 20 Homecoming Game Tickets and North End Zone Passes
- Placement of “Titanium SBI 50<sup>th</sup> Anniversary Celebration Sponsor” on the SBI Homecoming website

## **Platinum Event Sponsor ~ \$35,000**

Official naming as “Platinum Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- 30-second commercial to run on SBI monitors
- Photo opportunities to develop “Platinum Event Sponsor” promotional materials
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Platinum Event Sponsor” on the SBI website with link to company website
- Deliver Greeting at SBI 50th Anniversary Celebration Gala Mixer
- 16 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 8 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Full page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program
- Written greeting in SBI 50th Anniversary Celebration souvenir program
- Placement of “Platinum Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 14 Homecoming Game Tickets and North End Zone Passes
- Placement of “Platinum SBI 50<sup>th</sup> Anniversary Celebration Sponsor” on the SBI Homecoming website

## Gold Event Sponsor ~ \$25,000

Official naming as “Gold Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Photo opportunities to develop “Gold Event Sponsor” promotional materials
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Gold Event Sponsor” on the SBI website with link to company website
- Deliver Greeting at SBI 50th Anniversary Celebration Gala Mixer
- 12 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 6 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Full page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program
- Written greeting in SBI 50th Anniversary Celebration souvenir program
- Placement of “Gold Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 10 Homecoming Game Tickets and North End Zone Passes
- Placement of “Gold SBI 50<sup>th</sup> Anniversary Celebration Sponsor on the SBI Homecoming website

## Silver Event Sponsor ~ \$20,000

Official naming as “Silver Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Photo opportunities to develop “Silver Event Sponsor” promotional materials
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Silver Event Sponsor” on the SBI website with link to company website
- Deliver Greeting at SBI 50th Anniversary Celebration Gala Mixer
- 8 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 4 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Half page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program
- Placement of “Silver Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 8 Homecoming Game Tickets and North End Zone Passes
- Placement of “Silver SBI 50<sup>th</sup> Anniversary Celebration Sponsor on the SBI Homecoming website

## Bronze Event Sponsor ~ \$15,000

Official naming as “Bronze Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Bronze Event Sponsor” on the SBI website with link to company website

- 6 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 4 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Half page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program  
Placement of “Bronze Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 6 Homecoming Game Tickets and North End Zone Passes
- Placement of “Bronze SBI 50<sup>th</sup> Anniversary Celebration Sponsor on the SBI Homecoming website

## Super Event Sponsor ~ \$10,000

Official naming as “Super Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Company logo prominently displayed on signage, social media outlets, and SBI 50th Anniversary Celebration promotional materials
- Company logo listed as “Super Event Sponsor” on the SBI website with link to company website
- 4 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 3 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Quarter page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program
- 5 Homecoming Game Tickets and North End Zone Passes
- Placement of “SBI 50<sup>th</sup> Anniversary Celebration Super Event Sponsor on the SBI Homecoming website

## Event Sponsor ~ \$5,000

Official naming as “Event Sponsor” of the FAMU School of Business and Industry’s 50th Anniversary Celebration Honoring Dr. Sybil Collins Mobley, Dean Emeritus

- Marketing table and/or Banner displayed at SBI 50th Anniversary Celebration Gala Mixer
- Company logo listed as “Event Sponsor” on the SBI website with link to company website
- 3 Reserved tickets for SBI 50th Anniversary Celebration Gala Mixer
- 2 Full Registrations to the 2024 SBI Global Leadership Conference in Orlando, November 22-23, 2024
- Quarter page color ad in prominent location in SBI 50th Anniversary Celebration souvenir program  
Placement of “Event Sponsor” promotional items in SBI 50th Anniversary Celebration souvenir items
- 3 Homecoming Game Tickets and North End Zone Passes
- Placement of “SBI 50<sup>th</sup> Anniversary Celebration Event Sponsor on the SBI Homecoming website

**Our Sponsorship Program is flexible. If you do not see a specific offering that meets your needs, we will be happy to customize a sponsorship package for your organization.**

**For more information please contact:**

**Constance Thomas**

**School of Business and Industry**

**Florida A&M University**

**850-599-3565**

**[Constance.Thomas@fam.u.edu](mailto:Constance.Thomas@fam.u.edu)**

**(Subject - 50th Anniversary Celebration Sponsorship)**

*SBI 50<sup>th</sup> Anniversary Sponsorship Agreement*  
**FAMU School of Business and Industry**  
**Honoring Dr. Sybil Collins Mobley, Dean Emeritus**

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**Sponsorship Package Form**

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**PLEASE INDICATE SPONSORSHIP SELECTION**

_____ <b>Titanium Event Sponsor</b>		<b>\$50,000</b>
_____ <b>Platinum Event Sponsor</b>		<b>\$35,000</b>
_____ <b>Gold Event Sponsor</b>		<b>\$25,000</b>
_____ <b>Silver Event Sponsor</b>		<b>\$20,000</b>
_____ <b>Bronze Event Sponsor</b>		<b>\$15,000</b>
_____ <b>Super Event Sponsor</b>		<b>\$10,000</b>
_____ <b>Event Sponsor</b>		<b>\$5,000</b>

## PAYMENT METHODS

**Donors can make 100% tax-deductible gifts in the following ways:**



To make payments using a credit/debit card to SBI Business-General Fund #0356, scan the QR code below or go to <https://my.famu.edu/sslpage.aspx?pid=602>. Simply complete the requested information and a gift receipt will be emailed to you.



Payments in the form of a check may be made payable to the FAMU Foundation, Inc. (on the memo line please state: School of Business and Industry #356). Mail to: Florida A&M University, School of Business and Industry, 500 Robert and Trudie Perkins Way, Room 105, Tallahassee, FL 32307.

**AUTHORIZED SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**PLEASE EMAIL COMPLETED AGREEMENT TO:**  
**[CONSTANCE.THOMAS@FAMU.EDU](mailto:CONSTANCE.THOMAS@FAMU.EDU)**  
**(Subject - SBI 50th Anniversary Celebration Sponsorship)**

**FEIN: 59-6175096**

**Exception Category: 501 (c) (3)**