The FSU Alumni Association’s MISSION is to advance the university’s greatness while enriching the lives of the Seminole family.

Our events and programs play key roles in the Association’s commitment to CONNECT AND ENGAGE the growing network of over 361,000 ALUMNI around the world. These offerings are opportunities for the alumni community to share memories, create new ones and strengthen their bond to Florida State University.

YOUR PARTNERSHIP with us will help connect Seminoles across the country and bolster alumni programming. As a sponsor, you will have the opportunity to put your business in front of our more than 60,000 FOLLOWERS across SOCIAL MEDIA platforms, 205,000 alumni and friends who receive our MONTHLY E-NEWSLETTER and visitors to our website which receives 9,000 LANDING PAGE VIEWS (in a 6-month period).

We take pride in the ENGAGING PROGRAMMING the Alumni Association provides and the more than 80 SEMINOLE CLUBS AND CHAPTERS and SEVEN ALUMNI NETWORKS we support. These efforts strengthen the university’s traditions and the Seminole spirit that resides in every member of the Florida State University family. Whether an alumnus, friend or fan of FSU, we’re SEMINOLES FOREVER.

Thank you for your interest in furthering the Alumni Association’s mission.
69TH ANNUAL KICKOFF LUNCHEON
presented virtually
Thursday, September 10, 2020
Virtual Event | 12:00 p.m.

For 60+ years alumni, friends and FSU football fans have celebrated the start of football season with the Alumni Association’s Kickoff Luncheon. We cannot gather in person this year, so for 2020, we have taken much loved Kickoff Luncheon content and optimized it for virtual viewing while using the strengths of digital platforms to increase brand awareness opportunities for our sponsors.

This year’s event features FSU President John Thrasher (B.S. ’65, J.D. ’72), new Football Head Coach Mike Norvell and Voice of the Seminoles Gene Deckerhoff will introduce the 2020 football players and coaching staff. In addition to the special guests, we will air behind the scenes footage filmed exclusively for the luncheon. During the event, FSU spirit and fan excitement will be amplified by the Marching Chiefs and FSU Cheerleaders.

For sponsors, the benefits of tailoring the 2020 luncheon to a virtual platform are a more focused connection to audiences, ample brand recognition opportunities throughout the event and a potentially larger viewership than an in-person event allows.

We thank you in advance for understanding the value of supporting the Alumni Association and FSU through sponsorship and applaud your role in championing Seminole Spirit.

Audience: FSU alumni, friends, and football fans

Presenting Sponsor | $5,000
Exclusive sponsorship opportunity limited to one company
• Named as the presenting sponsor of the 69th Annual Kickoff Luncheon
• Opportunity to address attendees virtually through a pre-recorded message and promote your business during the event
• Verbal recognition during event by the Voice of the Seminoles, Gene Deckerhoff
• Tour of FSU campus with FSU Alumni Association President and CEO or staff designee*
• Recognition as a sponsor in one issue of VIRES alumni magazine, mailed to over 20,000 households and shared digitally throughout the alumni community
• Logo placement on the following:
  - Event landing page
  - September e-newsletter
  - Registration confirmation page
  - Event invitation email blast
• Recognition (logo and contact information) at the beginning and end of event (live and on-demand versions)
• Opportunity to redirect to company website when Luncheon concludes
• Opportunity to include messaging in post Luncheon email blast

Partner Sponsor | $2,500
• Verbal recognition during the event by the Voice of the Seminoles, Gene Deckerhoff
• Recognition as a sponsor in one issue of VIRES alumni magazine, mailed to over 20,000 households and shared digitally throughout the alumni community
• Logo placement on the following:
  - Event landing page
  - September e-newsletter
  - Registration confirmation page
  - Event invitation email blast
• Recognition (logo and contact information) at the beginning and end of event (live and on-demand versions)

*When logistically possible, due to COVID-19 restrictions
Financial Sponsorship
Please indicate which event you are interested in sponsoring and at what level.

Event:

Sponsorship level:

In-Kind Sponsorship
Along with financial sponsorships, we also welcome in-kind sponsorship for events. If you have products or services to donate, please contact us.

In-Kind Sponsorship Description:

Company:

Company Type:

Contact Name:

Email:               Phone:

Alumni Owned Business:   YES   NO

Questions? Please contact wpowers@fsu.edu.

Please email this completed form to Whitney Powers at wpowers@fsu.edu.
We will contact you to discuss sponsorship benefit details and to obtain further information.

Thank you for your interest in furthering the FSU Alumni Association's mission.