



BAMA STATE SOCIETY

2023 HOMECOMING PARTNERSHIP

CRADLE OF THE CIVIL RIGHTS MOVEMENT

MONTGOMERY, ALABAMA

- Montgomery is the home of the nation's newest Civil Rights museum and memorial – The Legacy Museum and The National Memorial for Peace and Justice.
- The birth home of Nat King Cole sits on the campus of Alabama State University.
- Dr. Martin Luther King Jr.'s home is walking distance from the university.
- The historic Dexter Avenue Church sits on the city's main street.
- Flyers used to communicate the start of the Montgomery Bus Boycott were handed printed on the campus of Alabama State University by then faculty member JoAnn Robinson.



BAMA STATE SOCIETY'S ***2023 HOMECOMING SCHEDULE***

OCTOBER
05

BAMA STATE CON

Alabama State University - Montgomery, Alabama

**9:00 AM
1:00 PM**

OCTOBER
06

OFF THE RECORD

Alabama State University - Montgomery, Alabama

**4:00 PM
10:00 PM**

OCTOBER
07

HOMECOMING TAILGATE

Alabama State University - Montgomery, Alabama

All-Day

BAMA STATE CON *WHERE HORNETS CONNECT*

BAMA STATE CON

Bama State Con is "career day" reimaged. This one-day event will connect Alabama State University students with alumni and potential employers. In a series of interactive panels and one-on-one networking, students will hear how Alabama State alumni have leveraged their majors – whether aligned with their profession or not – to develop impactful careers. Our 2022 pilot event proved that Bama State Con is slated to be the career-changing moment that every college student should experience.



LATAISHA JACKSON
MISSISSIPPI HOUSE
OF REPRESENTATIVES



CURTIS THOMPSON
VP M.D.E.
CITIZENS



NOREL AUSTIN
CS MANAGER
LINKEDIN

PAST SPEAKERS

THE *IMPACT*

2022
IMPACT

126

IN-PERSON
ATTENDANCE

92

CURRENT STUDENTS

22

RECENT ALUMNI
(CLASS OF 2020-2022)

12

ASU FACULTY

PROJECTED
2023 IMPACT

300

200

50

50

BAMA STATE CON



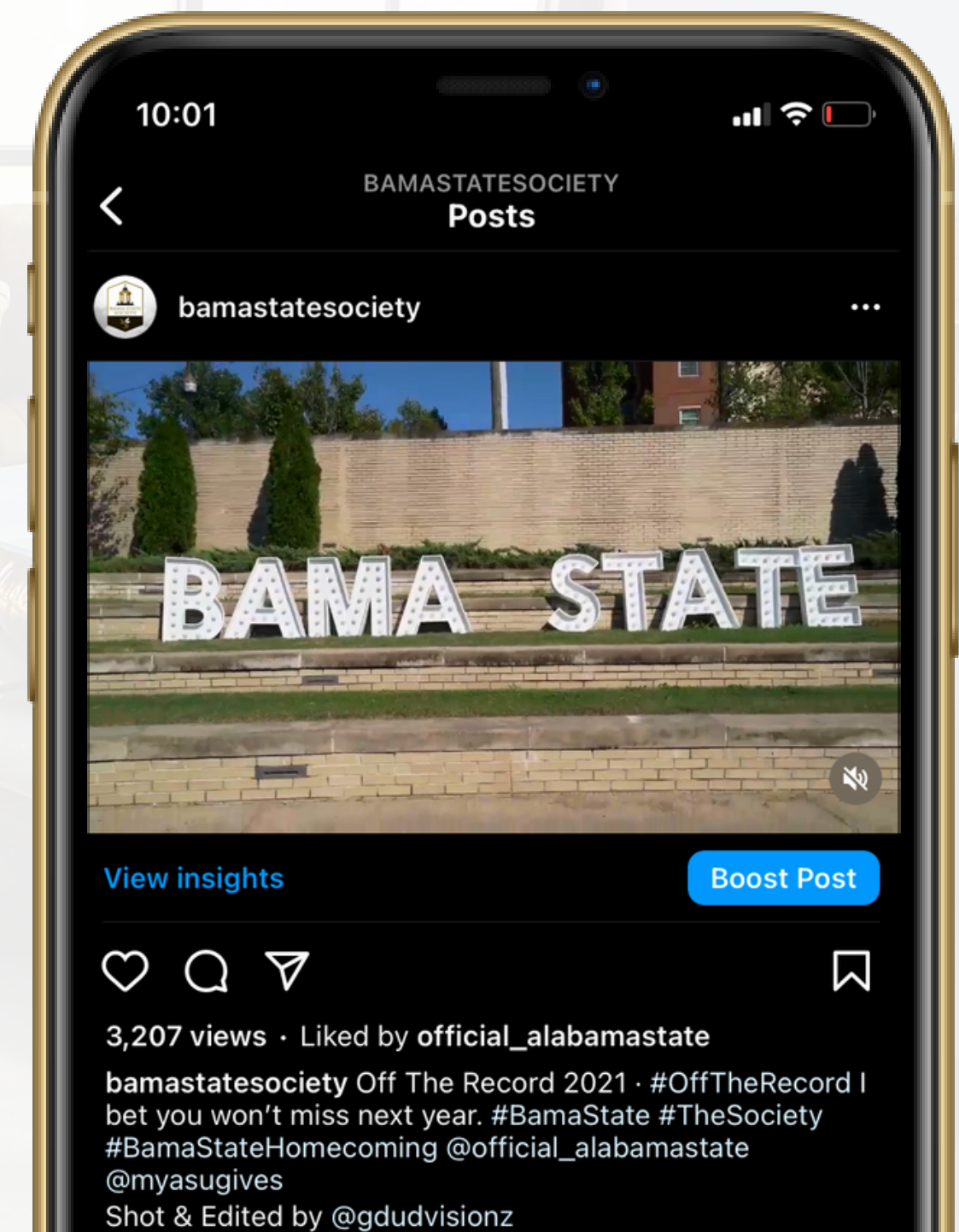
THE OFFICAL *ALUMNI WELCOME EVENT*

Off The Record is the ultimate "Homecoming Welcome Experience" for Alabama State University's alumni produced by Bama State Society. The event is a prime networking opportunity to spark camaraderie and strengthen relationships between alumni, University leadership and community partners.



OFF THE RECORD

CLICK TO PLAY



THE *IMPACT*

OFF THE RECORD

Primary Audience Men & Women 23 - 38
Secondary Audience Men & Women 39 - 55

IN-PERSON
ATTENDANCE

2021	2022	ANTICIPATED 2023
260	429	750

MINORITY OWNED
VENDORS

11	16	20
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PAST
PARTNERS

INDOGGO

MOSKATO
Life



THE ULTIMATE ***GAMEDAY EXPERIENCE***

Gameday – the HBCU way – starts and ends with tailgating. Generations of students, alumni, friends and family will enjoy live entertainment, food and drinks at this all-inclusive Bama State Homecoming tailgate experience.

PROJECTED
2023 IMPACT

IN-PERSON
ATTENDANCE

2-4K



OUR **REACH**

2022

HOMECOMING NUMBERS

31,865

game tickets sold

75,000+

total number on campus

\$4.1 Million

city wide economic impact

BAMA STATE SOCIETY SOCIAL & IN-PERSON REACH



41,600+

**ACCOUNTS
REACHED**



21,081+

**CONTENT
INTERACTIONS**



3,224+

**ACCOUNTS
ENGAGED**



23

**STATES
REPRESENTED**

PRESENTING ***SPONSOR***

\$25,000

Bama State Con Presenting Sponsor

- Presenting Naming Rights
- Branded Swag for Attendees
- 1 VIP Section at Off The Record
- 10 Game Tickets
- Inclusion On All Printed and Digital Branding

UNAVAILABLE
\$25,000

Off The Record Presenting Sponsor

- Presenting Naming Rights
- Off The Record branding
- 1 VIP Section at Off The Record
- 10 Game Tickets
- Inclusion On All Printed and Digital Branding

\$25,000

Tailgate Presenting Sponsor

- Presenting Naming Rights
- Tent, DJ entertainment, Happy Hour,
- 10 Game Tickets
- Inclusion On All Printed and Digital Branding

\$25,000

Welcome Home Presenting Sponsor

- Presenting Naming Rights
- 2 Company Branded Photo Moments
- 1 VIP Section at Off The Record
- 10 Game Tickets
- Inclusion On All Printed and Digital Branding

SIGNATURE ***SPONSOR***

\$15,000

Signature Beverage Sponsor

- Signature drink offered during Off The Record
- 5 Game Tickets
- 5 Off The Record Tickets
- Digital Branding

\$15,000

Signature Cup Sponsor

- Signature cups used during Off The Record
- 5 Game Tickets
- 5 Off The Record Tickets
- Digital Branding

\$15,000

Signature Gift Bag Sponsor

- Signature gift bags used during Off The Record
- 5 Game Tickets
- 5 Off The Record Tickets
- Digital Branding

\$15,000

Signature Entertainment Sponsor

- Branded DJ booth used during Off The Record
- 5 Game Tickets
- 5 Off The Record Tickets
- Digital Branding



THANK YOU

for your consideration. We look forward to partnering with you for our 2023 homecoming experience.



Contact

Info@BamaStateSociety.org

to discuss 2023 partnership opportunities!