

2024 SPONSORSHIP PROSPECTUS

Black Family Weekend
at San Jose State University

CONTACT US

sponsors@bfwca.org

All Proceeds Are Tax-Deductible

bfwca.org/register/sponsors-and-advertising/

WHY SPONSOR?

Since the 1980's the ever-increasing cost of living in Silicon Valley has disproportionately caused many families of color to seek more affordable living well outside South Bay areas. This has resulted in the displacement of communities that have historically contributed to its diverse cultural fabric. At San Jose State University, where only 4% of the students are Black, there is a profound need to support these students through targeted initiatives. Scholarships, academic support programs, and inclusive campus resources are essential to ensure their success and representation in higher education, ultimately contributing to a more equitable society.

This is where Black Family Weekend comes in.

We offer a family cultural community and source of connection between students, their peers, their alumni mentors, and local businesses and leaders. We offer scholarships to students who have shown outstanding achievement and resilience.

We offer students of color a family, a community, a support system, but we need your help to make this happen.

Sponsorship offers the opportunity for your company to:

- Demonstrate leadership and corporate social responsibility by supporting community events
- Receive recognition for your support
- Build brand awareness and increase your visibility to target markets
- Attract top talent soon entering the workforce
- Network with local business leaders, potential clients, and other stakeholders
- Stand out from the competition as you promote your product or services
- Let students, their friends, and their families know how much you care about them as individuals and the community
- Have fun! We host a comedy show, a stroll-off/stepping competition, after parties and more!



SPONSORSHIP OF SPECIFIC EVENTS

Your application will be reviewed by Black Family Weekend leadership. If you are approved, you will receive a contract, payment instructions, and more information. Tables at BFW-hosted events are first come-first serve, so sign up early to reserve your spot.

Interested in making an in-kind donation? [Click here.](#)

Note: Sponsors are not permitted to make sales at their exhibit table. Companies who wish to sell items at their table need to register as a vendor by going to <https://bfwca.org/register/vendors>.

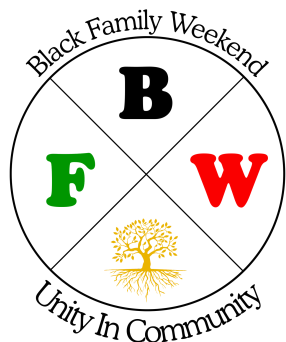
Only the following Black Family Weekend-Hosted events are included in sponsorship:

- Comedy Show
- Stroll Off / Step Show
- Stroll Off / Step Show Afterparty (no tabling opportunities)
- Homecoming Game Afterparty no tabling opportunities)
- Brunch (no tabling opportunities)

If you would like to have a presence at an event hosted by one of our teammates, you must contact the organizers of that event separately.

Events **not hosted** by the Black Family Weekend include:

- Fire on the Fountain
- Alpha's Golf Tournament
- Omega's Day Party
- BLOC Ball
- Homecoming Tailgate
- Homecoming Game



@ SJSU 



ADVERTISER

\$250



SILVER

\$500



GOLD

\$1,500



DIAMOND

\$3,000



PLATINUM

\$6,000

-	1 Table at 1 Event (Space Permitting)	1 Table at 2 Events (Space Permitting)	1 Table at 2 Events (Space Permitting)	2 Tables at 2 Events (Space Permitting)
Logo & Hyperlink on Sponsors Webpage	Logo on Sponsors Webpage	Logo on Sponsors Webpage	Logo & Hyperlink on Sponsors Webpage	Logo & Hyperlink on Sponsors Webpage
Logo Listed on General Marketing Material ONLY - Not Specific Events	Logo Listed on Marketing Material	Logo on Marketing Material	Logo on Marketing Material	Logo on Marketing Material (Prominently Featured)
-	Logo Listed on On-Site Signage	Name Listed on On-Site Signage	Logo in On-Site Signage	Logo on On-Site Signage (Prominently Featured)
-	2 Social Media Posts	2 Social Media Posts	2 Social Media Posts	2 Social Media Posts
-	Thanked from Stage Once Per Weekend	Thanked from Stage Once Per Day	Thanked from Stage Once Per Event	Thanked from Stage Twice Per Event
-		Name Listed on Back of T-Shirt	Logo on Back of T-Shirt	Logo on Back of T-Shirt (Prominently Featured)
Ability to Include Item in Swag Bag	Ability to Include Item in Swag Bag	Ability to Include Item in Swag Bag	Ability to Include Item in Swag Bag	Ability to Include Item in Swag Bag
-	-	-	Address Attendees from Stage Once (2-Minutes, Vendor Neutral)	Address Attendees from Stage Twice (2-Minutes, Vendor Neutral)
-	-	-	-	Hyperlinked Logo on BFW Homepage
-	-	-	-	Logo (1-color) on Swag Bag
-	-	-	-	Introduce the Emcee Once Per Weekend
-	-	-	-	On-Stage During Scholarship Presentation
-	-	-	-	Photo with Scholarship Recipient
Option to Pay All of Part of Fees Via In-Kind Donation (Subject to BFW Approval & Needs)	Option to Pay All of Part of Fees Via In-Kind Donation (Subject to BFW Approval & Needs)	Option to Pay All of Part of Fees Via In-Kind Donation (Subject to BFW Approval & Needs)	Option to Pay All of Part of Fees Via In-Kind Donation (Subject to BFW Approval & Needs)	Option to Pay All of Part of Fees Via In-Kind Donation (Subject to BFW Approval & Needs)