

THE *Grand* OPENING OF THE CECIL C. HUMPHREYS SCHOOL OF LAW



SATURDAY · JANUARY 16 · 2010 · DOWNTOWN MEMPHIS

THE UNIVERSITY OF  
**MEMPHIS**

### *Sponsorship Opportunities*

***Pledge Deadline Nov. 7 for select marketing benefits***

### *Grand Opening Celebration Description*

We anticipate this sell-out event will draw more than 1,500 attendees from across the city, state and country. The Grand Opening will take place throughout the entire building and will feature performers from the Rudi E. Scheidt School of Music, as well as nationally recognized jazz ensembles. Gourmet food and beverage stations will offer "Best of Memphis" cuisine from well-known restaurants. Law school students will administer building tours and will be honored with a Late Night Party.

*The Grand Opening is a black-tie event.*

### *General Event Schedule*

- **5:30 p.m. – VIP Doors Open**
- **6-7 p.m. - VIP Reception:** VIP guests will enjoy a one-hour pre-event reception in the Level 4 Reception Room. VIP Ticket includes complimentary garage parking, premium food and beverages, mingling and photo opportunities with honored guests and a guaranteed seat in the 270-person Glassman Edwards Wade & Wyatt Auditorium during the formal program.
- **6:30 p.m. – General Doors Open**
- **7-10 p.m. - Grand Opening Event**
- **8-8:30 p.m. - Formal Program:** Held in main Glassman Edwards Wade & Wyatt Auditorium, to be televised throughout building. Honored guests will make remarks.
- **10-11 p.m.** Students and young lawyers are all invited to a Late Night Party immediately following the Grand Opening in the first floor Student Lounge.

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*\$50,000 Exclusive Title Sponsor – "Presented By" naming rights each time event is mentioned*

- Sponsor prominently recognized in marketing materials including, but not limited to:
  - Invitations (25,000 impressions) *Pledge Deadline Nov. 7*
  - E-mail reminders (100,000 impressions)
  - Alumni Association e-news for three months leading up to event (99,000 impressions)
  - Alumni Association Web site for three months leading up to event
  - Company mentioned in local, regional and national media coverage when possible
- Company logo on printed program (1,500)
- Company logo on printed tickets (1,500) *Pledge Deadline Nov. 7*
- Company identified as Title Sponsor during formal program; representative introduced
- Company identified as event sponsor in Law School e-newsletter (7,500 impressions)
- Company mentioned in articles in various law-related publications when possible
- Company logo on signage outside building naming sponsors
- Company logo on first-floor signage inside building naming sponsors
- Company logo on event-specific cocktail napkins (5,000)
- Company representatives given commemorative keepsake (up to 13)
- 30 tickets to gala to include VIP Reception and preferred seating during formal program

*\$30,000 Shareholder Sponsor*

- Company prominently recognized in marketing materials including, but not limited to:
  - Invitations (25,000 impressions) *Pledge Deadline Nov. 7*
  - E-mail reminders (100,000 impressions)
  - Alumni Association e-news for three months leading up to event (99,000 impressions)
  - Alumni Association Web site for three months leading up to event
  - Company mentioned in local, regional and national media coverage when possible
- Company logo on printed program (1,500)
- Company logo on printed tickets (1,500) *Pledge Deadline Nov. 7*
- Company identified as event sponsor in Law School e-newsletter (7,500 impressions)
- Company mentioned in articles in various law-related publications when possible
- Company logo on signage outside building naming sponsors
- Company logo on first-floor signage inside building naming sponsors
- 24 tickets to gala to include VIP Reception

### *\$15,000 Partner Sponsor*

- Company recognized in marketing materials including, but not limited to:
  - Invitations (25,000 impressions) *Pledge Deadline Nov. 7*
  - E-mail reminders (100,000 impressions)
  - Alumni Association e-news for three months leading up to event (99,000 impressions)
  - Alumni Association Web site for three months leading up to event
  - Company mentioned in local, regional and national media coverage when possible
- Company Logo on printed program (1,500)
- Company Logo on printed tickets (1,500) *Pledge Deadline Nov. 7*
- Company identified as event sponsor in Law School e-newsletter (7,500 impressions)
- Company mentioned in articles in various law-related publications when possible
- Company logo on first-floor signage inside building naming sponsors
- 18 tickets to Gala to include VIP Reception

### *\$10,000 Member Sponsor*

Company recognized in marketing materials including, but not limited to:

- Invitations (25,000 impressions) *Pledge Deadline Nov. 7*
- E-mail reminders (100,000 impressions)
- Alumni Association e-news for three months leading up to event (99,000 impressions)
- Alumni Association Web site for three months leading up to event
- Company mentioned in local, regional and national media coverage when possible
- Company logo on printed program (1,500)
- Company logo on printed tickets (1,500) *Pledge Deadline Nov. 7*
- Company identified as event sponsor in Law School e-newsletter (7,500 impressions)
- Company logo on signage outside building naming sponsors
- 14 tickets to Gala

### *\$5,000 Associate Sponsor*

- Company recognized in marketing materials including, but not limited to:
  - Invitations (25,000 impressions) *Pledge Deadline Nov. 7*
  - E-mail reminders (100,000 impressions)
  - Alumni Association e-news for three months leading up to event (99,000 impressions)
  - Alumni Association Web site for three months leading up to event
  - Company mentioned in local, regional and national media coverage when possible
- Company logo on printed program (1,500)
- Company identified as event sponsor in Law School e-newsletter (7,500 impressions)
- 10 tickets to Gala

### *\$1,500 Junior Sponsor*

- Listed on Alumni Association Web site for three months leading up to event
- Company or individual name listed in event program (1,500)
- 2 tickets to Gala