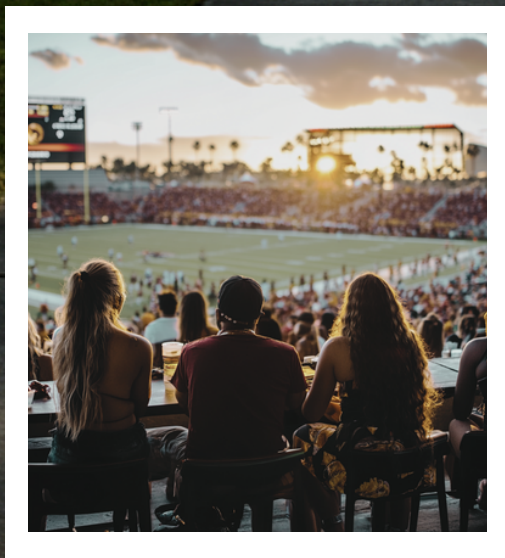




Sponsorship Proposal

Spearheaded by ASU Freshman Class of 2000

bamastate2000.com





2025
homecoming
events
sponsorship
package

FOR FRESHMAN CLASS OF 2000 EVENTS
OCTOBER 2ND 2025 - OCTOBER 4TH 2025



**Alabama State University
Freshman Class of 2000 Sponsorship Committee**

Dear Valued Community Partner,

On behalf of the **Alabama State University Freshman Class of 2000**, it's our pleasure to present you with an opportunity to support a meaningful cause and make a lasting impact on our community. Last year's ASU Homecoming was a monumental success, drawing over **31,000** alumni and supporters to Montgomery and *significantly* benefiting local businesses with a powerful economic impact. According to city estimates, **Homecoming activities boosted the local economy by approximately \$4.2 million over a single weekend**. This underscores not just the power of Hornet pride but also the tangible economic benefits that come with supporting ASU and its alumni community.

Our class is dedicated to building upon this legacy, and we've set an ambitious goal to **raise funds for Alabama State University** by this year's 2025 Homecoming weekend in October. The funds we raise will directly benefit our beloved institution—enhancing student resources, supporting campus initiatives, and creating stronger opportunities for future generations of Hornets.

To achieve this, we are hosting a series of exciting, well-attended events throughout Homecoming week. From our lively kickoff gatherings and networking events to special receptions and our iconic game-day celebrations, each event will offer unique and impactful opportunities for your business to be prominently featured.

Your sponsorship not only supports the success of our events but also showcases your commitment to education, community enrichment, and economic growth in Montgomery. **Sponsoring our events will put your brand directly in front of thousands of alumni, students, community leaders, and families.**

Included in this sponsorship packet are multiple sponsorship levels designed to maximize your visibility and benefits. We're confident you'll find the right opportunity to match your community goals and marketing objectives. Thank you in advance for your consideration and support. Together, we can ensure that ASU's Homecoming 2025 continues the tradition of excellence and creates lasting positive impacts for both the university and our community.

With gratitude and Hornet pride,

A handwritten signature in black ink that reads "Nyree Mompont". The signature is written in a cursive, flowing style.

Nyree Mompont
ASU Freshman Class of 2000 Sponsorship Committee

THE COMMITTEE

meet the team



ORLANDO ARNOLD

SPORTS AGENT

Orlando graduated from Alabama State University in 2005. A former student -athlete, Orlando played baseball for Alabama State University while earning his Bachelor of Arts degree in Communications; with a focus on Radio & Television. He currently is the Co-founder and CEO of Pyramid Sports & Entertainment Group, Inc—representing professional athletes in the MLB & NFL.

313-995-6928 | orlando@pyramidsportsgroup.com



NYREE MOMPOINT

SENIOR SOFTWARE ENGINEER

Nyree graduated from Alabama State University in 2005. As part of the W.E.B. Honors Program, she received an Honors degree in Computer Information Systems. She is celebrating her 11th year working for Warner Media with major television networks as a senior level software engineer.

770-337-3229 | graphicallychallenged@gmail.com



JOHNIA “JOLLY” BLUE

REALTOR

Johnia is a proud alum of Alabama State University, where she received an athletic scholarship in Track & Field and obtained a Bachelor's Degree from the College of Business Administration in 2004. She is currently working as a licensed Realtor servicing Metro Atlanta and coaching the next generation of track & field athletes.

404-259-0872 | johnia@johniablue.com

THE COMMITTEE

meet the team



IMAN POWELL

EXECUTIVE VP

Iman Lott Powell graduated from Alabama State in 2004 with a degree in Communications. She is currently an Executive Vice President with roots in Operations Management and Business Development.

334-233-8187 | iman.powell@ppgkc.com



LATOYA COWAN

MBA, CIA, CFE | Global Audit and Controls Leader

Latoya graduated with an honors degree in Accounting from Alabama State University in 2004 and later earned an MBA in Finance. She has dedicated her career to helping private and Fortune 500 corporations achieve compliance goals. Beyond her professional endeavors, she is passionate about volunteering with the youth, actively participating in non-profit organizations, and spending time with family.

470-257- 8573 | cowan.latoyal@gmail.com

our mandate and giving

CELEBRATING 25 YEARS OF HORNET EXCELLENCE

Since our first days at ASU, we've witnessed profound growth, notable achievements, and the extraordinary impact of education. However, current economic conditions, policy changes, and funding challenges threaten the continued success and legacy of our beloved university. Our goal as the Entering Class of 2000 is to raise essential funds that will directly support student success, community enrichment, and campus advancement initiatives.



SCHOLARSHIP & FINANCIAL AID

Over 70% of ASU students rely on Pell Grants or scholarships to fund their education. Reductions in federal and state funding could leave talented students without the financial resources necessary to complete their degrees. Your support ensures students can focus on academics instead of financial barriers.



STUDENT RETENTION & SUCCESS

Your support helps ASU implement programs crucial for student retention, tutoring, mentorship, and counseling. These resources empower students, significantly improving graduation rates and creating pathways to successful careers.



CAMPUS & FACILITY IMPROVEMENTS

Quality education requires modern, safe, and accessible facilities. Donations directly assist with vital campus improvements, facility upgrades, and creating welcoming spaces that foster both academic and personal success.



SUPPORT HORNET ATHLETICS

Your generosity helps Alabama State University's athletic programs continue to thrive, empowering student-athletes to excel both in competition and the classroom. Donations support scholarships, training resources, facility upgrades, and provides our teams the tools they need to succeed.

our current situation & climate

WHY ALABAMA STATE UNIVERSITY NEEDS SUPPORT

Historically Black Colleges and Universities (HBCUs) like Alabama State University have always been pillars of excellence, resilience, and opportunity within Black communities. But **today, that legacy faces increasing risk.**



POLITICAL & FUNDING CHALLENGES

Recent shifts in state and national leadership have resulted in policy decisions that deprioritize DEI (Diversity, Equity & Inclusion) initiatives – many of which are the foundation of opportunity for students of color. **Several HBCUs, including ASU, face the threat of funding reductions, limited support for student services, and scrutiny around how federal and state dollars are allocated.** These actions disproportionately affect public HBCUs and their students, threatening to reverse decades of progress.



UNDERFUNDING IS A GENERATIONAL ISSUE

According to recent reports, many land-grant HBCUs – including ASU – have been underfunded by hundreds of millions of dollars compared to their predominantly white counterparts. This underinvestment impacts everything from campus infrastructure to scholarships, faculty hiring, and technology access.



THE ROLE OF PRIVATE SUPPORT

Now, more than ever, support from alumni, sponsors, and community partners is critical. Your partnership doesn't just fund events or visibility—it becomes a lifeline for the next generation of leaders, creators, and changemakers educated at ASU. Together, we can continue the legacy our class was built on and preserve the future for Hornets yet to come.

our class provides coverage

OUR REACH: DIVERSE HORNETS MAKING AN IMPACT

The Alabama State University **Freshman Class of 2000** proudly represents a vibrant community of alumni across **diverse majors**, thriving in a **wide range of professional fields**, and making meaningful contributions nationwide. With expansive social influence and deep-rooted connections, our class exemplifies the strength and versatility of the Hornet legacy, providing sponsors exceptional opportunities to engage with a dynamic and influential audience.



ALUMNI ENGAGEMENT

ASU's Office of Alumni Relations maintains contact with more than 28,000 alumni through the University and the National Alumni Association, fostering a robust network that supports university initiatives and community engagement.



DIVERSE CAREER PATHS

ASU's Bachelor of Science in Health Information Management program boasts a 90% employment rate for its graduates. ASU students have secured positions with prestigious firms such as KPMG, one of the "Big Four" accounting organizations, highlighting the university's strong preparation in business disciplines. We also have alumni working for television networks, such as Warner Media.



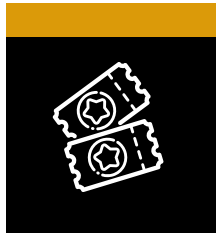
ECONOMIC IMPACT

ASU generates \$290 million in total economic impact for its local and regional economies, including direct spending by the university and its students, as well as the follow-on effects of that spending.

our homecoming provides exposure

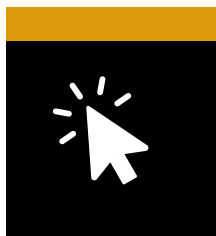
UNMATCHED EXPOSURE AT ASU HOMECOMING

Homecoming at Alabama State University is more than an event—it's a celebrated tradition that draws **tens of thousands** of alumni, community members, families, and friends to Montgomery each year. Last year alone, **Homecoming attracted over 31,000 visitors**, generating an economic impact exceeding **\$4.2 million** in a single weekend. Partnering with the Freshman Class of 2000 provides your brand unparalleled visibility and access to a dynamic and passionate audience, offering extraordinary opportunities to showcase your business, enhance community relations, and **expand your reach**.



EVENT VISIBILITY & RECOGNITION

Sponsors will enjoy prominent branding and recognition at all Class of 2000-hosted Homecoming events. Your logo will be featured in key event areas, ensuring consistent and impactful exposure to attendees throughout the weekend festivities.



DIGITAL & SOCIAL MEDIA EXPOSURE

Our sponsors will receive regular acknowledgment across our digital platforms, including our official class website and active social media channels. Engage a broader audience as we highlight your brand through dedicated posts, mentions, and digital promotions.



NETWORKING & COMMUNITY ENGAGEMENT

Gain direct access to our extensive network of alumni, supporters, and community members. Sponsorship offers valuable opportunities for meaningful interactions, relationship-building, and community engagement at events that celebrate our shared Hornet pride.

our alumni achieve greatness

Alabama State University (ASU) alumni have made significant contributions across a wide range of sectors, showcasing the university's commitment to producing versatile and impactful professionals. Notable fields where ASU graduates have excelled include:



REP. LATIASHA JACKSON GOVERNMENT & POLITICS

Rep. Jackson currently serves as a Mississippi State Representative for District 11, and is known for her advocacy in education, economic development, and community empowerment.



COURTNEY STEWART ARTS & ENTERTAINMENT

Stewart is a distinguished music executive, entrepreneur, and philanthropist. As the founder of Right Hand Music Group and co-founder of Keep Cool Records, he has been instrumental in managing and developing artists, most notably multi-platinum singer-songwriter Khalid.



RICKEY SMILEY ARTS & ENTERTAINMENT

A comedian and actor, Smiley is known for his work in stand-up comedy and radio, bringing laughter to audiences nationwide.



DR. CHINA JUDE SPORTS

Dr. Jude has been recently named the Vice President of Community and Citizenship for the NBA, formerly serving as Vice President of Diversity, Equity & Inclusion for the Denver Broncos.



REGGIE BARLOW SPORTS

A former NFL wide receiver that won a superbowl with the Buccaneers, Barlow has transitioned into coaching, currently serving as the head football coach at Tennessee State University.



DR. GWENDOLYN BOYD SCIENCE & ENGINEERING

An accomplished engineer and university administrator, Boyd served as the first female president of ASU and worked as a mechanical engineer at the Johns Hopkins University Applied Physics Laboratory.



2 CHAINZ (TAUHEED EPPS) ARTS & ENTERTAINMENT

An influential rapper and entertainer, 2 Chainz has made a significant impact on the music industry with his distinctive style and collaborations.

sponsorship levels

Choose your level of support below, and join us in making a lasting impact for generations of Hornets to come!

ASU THE BAMA STATE ICON

\$10,000

1 AVAILABLE

- VIP access to for 6 guests to all **Freshman Class of 2000** events
- 6 complimentary club lounge tickets to Homecoming Game
- Exclusive signage on outside of two (2) **Freshman Class of 2000** cabanas, facing crowds and football field inside the stadium at the Homecoming Game
- Custom cups & napkins w/logo in cabanas
- Prominent logo on step and repeat banner at all class events Oct 2 - Oct 4th
- Prominent logo on all marketing materials and website, ad space on class website



HORNET LEGACY LEADER

\$5,000

2 AVAILABLE

- VIP access to for 4 guests to all **Freshman Class of 2000** events
- 4 complimentary club lounge tickets to Homecoming Game
- Exclusive signage at one (1) evening event of **Freshman Class of 2000** (Throwback or Kickback)
- Custom napkins w/logo at event
- Prominent logo on step and repeat banner at all class events Oct 2 - Oct 4th
- Prominent logo on all marketing materials and website, ad space on class website

SWARM CHAMPION

\$2,500

4 AVAILABLE

- VIP access to for 2 guests to all **Freshman Class of 2000** events
- 2 complimentary club lounge tickets to Homecoming Game
- Logo on step and repeat banner at all class events Oct 2 - Oct 4th
- Logo on marketing materials and website

BLACK & GOLD PARTNER

\$1,000

5 AVAILABLE

- VIP access to for 4 guests to all **Freshman Class of 2000** events
- Logo on step and repeat banner at all class events Oct 2 - Oct 4th
- Logo on website

sponsorship levels

Choose your level of support below, and join us in making a lasting impact for generations of Hornets to come!



STINGER SUPPORTER

\$500

8 AVAILABLE

- VIP access to for 2 guests to all Freshman Class of 2000 events
- Logo on website



HORNET FANATIC

\$250

10 AVAILABLE

- VIP access to for 1 guest to all Freshman Class of 2000 events
- Logo on website

sponsorship benefits

Total Number Available	1	2	4	5	8	10
SPONSORSHIP LEVELS	ICON \$10,000	LEADER \$5,000	CHAMPION \$2,500	PARTNER \$1000	SUPPORTER \$500	FANATIC \$250
Logo on Sponsor Page	✓	✓	✓	✓	✓	✓
Logo on marketing materials	✓	✓	✓			
Logo on step and repeat (at every C/O 2000 event)	✓	✓	✓			
VIP access to all C/O 2000 events	6 tickets	4 tickets	2 tickets	4 tickets	2 tickets	1 ticket
Club Lounge tickets to homecoming game	6 tickets	4 tickets	2 tickets			
Ad Space on website	✓	✓				
1 Club Event: custom signage / napkins		✓				
Cabana: custom signage/napkins/cups	✓					

ready to sponsor?

Thank you for your interest in supporting the Alabama State University Freshman Class of 2000 and our mission to give back to our beloved alma mater. Your sponsorship directly fuels scholarship efforts, community programming, and unforgettable Homecoming events that celebrate 25 years of Hornet excellence. Becoming a sponsor is easy—and impactful!

STEP 1: CONFIRM YOUR COMMITMENT

Please let the class member or representative who contacted you know your sponsorship level and intent to contribute. This helps us prepare for your partnership and ensure a smooth onboarding experience.

STEP 2: MAKE YOUR TAX-DEDUCTIBLE DONATION

Visit our official fundraising platform to submit your **100% tax-deductible** sponsorship:

 fundraise.givesmart.com/vf/BamaState2000

Be sure to submit the exact sponsor tier you want.

STEP 3: SEND YOUR SPONSOR MATERIALS

To ensure your business receives the full benefits of sponsorship—including online recognition and event exposure—please email the following to **sponsorships@bamastate2000.com**:

- Your business logo (high-resolution, PNG preferred)
- Any ads you want placed on the website (high-resolution, PNG preferred)
- A website or URL you'd like us to link to
- A contact name and email/phone number for coordination and promotion

Once received, our team will follow up with confirmation, next steps, and a warm welcome to the Hornet sponsorship family! If you have any questions along the way, don't hesitate to reach out to us. We're excited to partner with you as we make this milestone year one to remember—for our class, our university, and our community.

Go Hornets! 

pledge sheet

When you aren't ready to sponsor but you want to find a reason to help...

YES!

- I will start this sheet off by donating \$10
- I like what you are trying to accomplish, so I am donating \$5
- Your passion for helping others is contagious; I'm donating \$30 in your honor
- You have a cute smile, so I am donating \$10
- Your jokes crack me up; here's \$10 to keep the laughter going.
- Your dedication to making a difference is commendable; here's \$55 to help
- I believe what you are doing will make an impact. I am contributing \$100
- Your belief in the power of good inspires me; here's \$105 to support your cause
- Your creativity deserves applause; here's \$40 to further your cause
- Your dance moves are legendary; here's \$5 to keep the rhythm going
- I will support you any way I can by donating \$20
- Your empathy towards others is a beacon of light; here's \$85
- Your belief in the power of good inspires me; here's \$105 to support your cause
- Your positivity uplifts those around you; I'm donating \$100 in your honor

TOTAL TO DONATE:

\$



fundraise.givesmart.com/vf/BamaState2000



contact US

Nyree Mompont
Sponsor Committee

C: 770-337-3229

E: info@bamastate2000.com