Sponsorship Package
35th Annual Big XII Conference

Dear Potential Sponsor,

The University of Oklahoma is excited about the opportunity to host the 35th Annual Big XII Conference on Black Student Government, February 23-25, 2012. We invite you to be a financial sponsor of this momentous occasion. The University of Oklahoma has continued to excel on multiple levels within the Big XII Government Council, and we look forward to furthering our excellence with this conference.

During this weekend, we will be amongst 700 of the most elite African-American student-leaders from across the country to represent their various black government organizations from their respective institutions. In addition, this year’s conference will host six inspirational keynote speakers in addition to workshops to further develop leadership skills within these individuals. The 2012 conference theme will be “The Renaissance: Reawakening Black Excellence.” We want to recognize and exhibit greatness in our community. Though at times our true grandeur is masked by many negative connotations, this conference will present an opportunity to embrace greatness in our race and culture. Overall, we are cultivating and restoring a sense of pride and self-respect amongst African-American student-leaders.

As a sponsor of this conference, you will have an influential role in motivating and inspiring tomorrow’s leaders. Please make your gift or pledge today by completing the attached commitment form. For more information contact Joshua Colbert at joshuacolbert@ou.edu. The Black Student Association at the University of Oklahoma would like to thank you for your consideration. We look forward to partnering with you to ensure that this conference will be a success.

As always, there’s only ONE Oklahoma.

Sincerely,

Joshua Colbert

Chair, 2012 Big XII Conference on Black Student Government
35th Annual Big XII Conference

The Big XII Council on Black Student Government is a regional Student Governing body that consists of the Black Students from institutions across the Big XII Conference. These schools include the University of Missouri; the University of Oklahoma, Kansas State University Iowa State University; Oklahoma State University; the University of Kansas; Baylor University; the University of Texas at Austin; Texas Tech University; and Texas A&M University. Student leaders representing these universities assemble four times each academic year in an effort to continue to promote leadership, professionalism, positive self-efficacy, political empowerment, awareness, and goodwill to the student body and black community on the campus of each member institution.

History

The council was founded in 1977 when black students from the Big Eight Conference Schools met to discuss similar problems at their respective institutions. The following year, students from the University of Missouri created the Big Eight Council and Conference on Black Student Government. In 1997, The Big Eight Council on Black Student Government officially changed their name to the Big XII Council on Black Student Government and included the four Texas schools into the structure of the organization. Each year, an institute member of the Big XII Council hosts the annual conference.
**Contribution to Excellence**

The Contribution to Excellence Sponsorship options allows your company to donate a chosen amount to the conference that will be allocated where support is needed (venue, meal, scholarship, workshops, etc.). Customized sponsorships are also available upon request.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Diamond Sponsor</th>
<th>Ruby Sponsor</th>
<th>Sapphire Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Fair Booth Space</td>
<td>2 Booths</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
<td>1 Booth</td>
</tr>
<tr>
<td>Program Ad</td>
<td>Full page ad</td>
<td>Full page ad</td>
<td>Half page ad</td>
<td>Half page ad</td>
<td>1/3 page ad</td>
<td>1/3 page ad</td>
</tr>
<tr>
<td>Logo on Website</td>
<td>Homepage and Group sponsor page</td>
<td>Group Sponsor page logo</td>
<td>Group Sponsor page logo</td>
<td>Group Sponsor page logo</td>
<td>Group Sponsor page logo</td>
<td>Group Sponsor page logo</td>
</tr>
<tr>
<td>Link Logo to Company Website</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Signage at Large Events</td>
<td>Large solo and group signage</td>
<td>Small solo and group signage</td>
<td>Group signage</td>
<td>Group signage</td>
<td>Group signage</td>
<td></td>
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<td>Company Brochures</td>
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<td>Promotional Video</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
</tr>
<tr>
<td>Tickets to “Mock-Tail Party”</td>
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<td>6</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

### Levels and Sponsorship Amounts

- **Diamond Sponsor**: $15,000+
- **Ruby Sponsor**: $10,000-$14,999
- **Sapphire Sponsor**: $7,500-$9,999
- **Platinum Sponsor**: $5,000-$7,499
- **Gold Sponsor**: $2,500-$4,999
- **Silver Sponsor**: $500-$2,499
- **< $500**
Contribution Opportunities

Diamond Sponsor - $15,000+

- Ruby Sponsor Incentives
- Space for 2 Booths at the Career Fair.
- A full-page ad in the Program booklet.
- Company logo on the Home page and group sponsor pages of Conference Website
- Large solo and group signage at events.
- Eight complimentary tickets to “Mock-Tail Party”

Ruby Sponsor - $10,000 - $14,999

- Sapphire Sponsor Incentives
- A full-page ad in the Program booklet.
- Small solo and group signage at Conference events.

Sapphire Sponsor - $7,500 - $9,999

- Platinum Sponsor Incentives
- Six complimentary tickets to “Mock-Tail Party.”

Platinum Sponsor - $5,000 - $7,499

- Gold Sponsor Incentives
- A half page ad in the Program booklet.
- A one click link from the logo to company's website.
- Four complimentary tickets to “Mock-Tail Party.”

Gold Sponsor - $2,500 - $4,999

- Silver Sponsor Incentives
- Space for 1 Booth at the Career Fair.
- Group signage at events.
- Promotional Video or Commercial ad at conference events.

Silver Sponsor - $500 - $2,499

- One-third of a page ad in the Program booklet.
- Company logo on the group sponsor page of Conference Website.
- Company brochures in all give away bags.
- Two complimentary tickets to “Mock-Tail Party.”
Company Name (as it will appear in program and on signage)

Address: __________________________________________________________

Contact Name: ___________________________________________ Title:__________________

City: _______________________ State: ___________________ Zip: ______________________

Phone: ________________________________________________________

Fax: ___________________________________________________________________________

E-Mail: _________________________________________________________________________

Sponsorship options (please check all that apply)

Sponsorship Levels:
Diamond Sponsor $15,000+
Ruby Sponsor $10,000
Sapphire Sponsor $7,500
Platinum Sponsor $5,000
Silver Sponsor $2,500
Bronze Sponsor $500

Other Desired Amount:

Allocation (If applicable)

Amount

TOTAL SPONSORSHIP: $______________________

Authorized Signature: _____________________________________________________________
Print Name: _____________________________________________________________________

Additional Forms of payment:

(Make check or money order payable to University of Oklahoma)

_____ Money Order enclosed  _____Check Enclosed

Mail form with payment to:
Black Student Association
900 Asp Ave.
Suite 370 Norman, OK 73019

OU Sponsors:

OU Account

OU Credit Union Account
Contact Information:

405-325-3163 Attn: Brandon Oldham

oubigxii@gmail.com

Renaissance OU

@Reawakening2012