



HBCU HOMECOMING SPONSORSHIP PROPOSAL

Spelman & Morehouse
Class of 2007

October 20 - 23, 2022
Atlanta, GA

WHAT IS SPELHOUSE HOMECOMING?

October 20 - 23, 2022, marks the annual Spelman and Morehouse ("Spelhouse") Homecoming weekend. This celebration typically garners over 15,000 alumni attendees over the course of the weekend to foster and encourage a spirit of philanthropy and community. The Spelhouse Class of 2007 will celebrate 15 Years during this year's 2022 Homecoming. An expected 500+ members of the Class of 2007 will return to the Atlanta University Center (the "AUC") to reconnect with classmates and friends that have turned into family.



ABOUT 2007

The Class of 2007 represents some of the best and brightest African American professionals within various disciplines, including medicine, law, finance, entrepreneurship, communications, and more.

NOTABLE ALUMNI

- Lauren Wesley Wilson, Founder & CEO, ColorComm
- Dr. Janina Jeff, First Black graduate from Vanderbilt with a Ph.D. in Genetics
- Chris Hollins, County Clerk, Harris County, TX and Candidate for Mayor of Houston
- Justin Bayless, Founder & CEO, Ten Figures Venture Capital

CLASS COMMITTEE LEADS

JACKIE PALMER

Director of Experiential, The Soze Agency

MICHELE NICOLE BRADLEY

SVP, Business & Legal Affairs, Vice Media

JUSTIN BUFORD

Director of Software Development, Geico

ERIC THORNTON

Vice President, Banker, Truist



SIGNATURE EVENTS

Homecoming Tailgate: The premiere event of the weekend, where attendees enjoy music, dancing, conversation and more against the backdrop of their collegiate experience. Attendees include alumni of Spelhouse, as well as current students, and other professionals ranging from recent college graduates and beyond. Corporate sponsors and various organizations also create experiential events at their tents for attendees.

Class Donation: The majority of the proceeds from class events held during Homecoming are presented as Class Gifts to Spelman & Morehouse, in addition to other giving goals throughout the year.

Local Chapters: Aside from Homecoming, '07 alumni gather throughout the year in their respective cities to volunteer, support philanthropic causes, and network.

"Spelhouse Homecoming is a time to celebrate brotherhood and sisterhood, to reminisce on our past, enjoy the present, and plan for our future legacies."

-Amanda Aiken, Harvard Doctoral Candidate





SELECT PAST SPONSORS

- PepsiCo.
- Spotify
- Effen Vodka
- McBride Sisters
- Women's Global Institute
- Stanton & Worthy, LLC
- Theopolis Vineyards
- The GoodLife Agency



We look forward to working with you.



THANK YOU



Contact Us!

spelman007hc@gmail.com
www.spelhouse2007.com

SPONSORSHIP LEVELS

*All sponsorship levels include acknowledgement as a Sponsor on social media marketing and commemorative items.

FRIEND OF '07: \$1,000 or In Kind Equivalent

- Logo and hyperlink on Website, Instagram and Facebook event page;
- 1 Instagram post promoting the organization or an event;
- Marketing collateral to be distributed at events during the Homecoming Celebration Weekend are welcome (subject to space availability and regulations) and must be provided by the sponsoring organization.

BRONZE LEVEL: \$5,000 or In Kind Equivalent

- Logo and hyperlink on Website, Instagram and Facebook event page;
- 5 Instagram posts promoting the organization or an event;
- Marketing collateral to be distributed at events during the Homecoming Celebration Weekend are welcome (subject to space availability and regulations) and must be provided by the sponsoring organization.

SILVER LEVEL: \$7,500 or In Kind Equivalent

- Logo and hyperlink on Website, Instagram and Facebook event page;
- 5 Instagram posts promoting the organization or an event;
- Marketing collateral to be distributed at events during the Homecoming Celebration Weekend are welcome (subject to space availability and regulations) and must be provided by the sponsoring organization.

GOLD LEVEL: \$10,000 or In Kind Equivalent

- Logo and hyperlink on Website, Instagram and Facebook event page;
- 8 Instagram posts promoting the organization or an event;
- Marketing collateral to be distributed at events during the Homecoming Celebration Weekend are welcome (subject to space availability and regulations) and must be provided by the sponsoring organization.