



ATLANTA CHAPTER  
NATIONAL HAMPTON ALUMNI ASSOCIATION, INC.

THE  
*Blueeenth*  
2023

TO SUPPORT STUDENT SCHOLARSHIPS AND  
IN RECOGNITION OF EXCELLENCE AND SERVICE IN THE COMMUNITY

REQUEST FOR SPONSORSHIP



## Request for Sponsorship

The Atlanta Chapter of the National Hampton University Alumni Association, Incorporated (NHAA-Atlanta) requests your sponsorship of our signature fundraising event, **THE BLUETEENTH GALA**, to be held on June 17, 2023 in Atlanta, Georgia. Our goal is to raise \$50,000.00 to fund scholarships for students who are current or incoming students at Hampton University. With your support, we are confident we will reach our goal.

Hampton University is a private, historically black research university located in Hampton, Virginia. A treasured landmark on the campus is the Emancipation Oak, the site of the first Southern reading of the Emancipation Proclamation in 1863. It is this historic event and its connection to Juneteenth, a federal holiday, that served as the impetus for our first **BLUETEENTH GALA** in June 2022.

More than 300 guests attended the gala last year. Although it was our initial effort of this scale, we recognized seven alumni for exceptional accomplishments and were able to donate \$45,000.00 to our university. The funds were specifically earmarked for students who are permanent residents of Georgia and were returning or incoming students at Hampton University during the 2022-2023 academic year.

This is an exciting time for Hampton University. Darrell K. Williams (LTG-Ret.) became the 13<sup>th</sup> President on July 1, 2022 and has been ushering in a new and exciting era of leadership with a laser focus on academics since Day 1. Alumni have endorsed President Williams' mantra that Hampton University will provide the "#1 Student Experience in America". For a glimpse of the start of President Williams' early engagements and accomplishments, please review his recently released first report. [First 120 Day Report.pdf \(hamptonu.edu\)](#)

The more than 2000 Hampton alumni who reside in metropolitan Atlanta are proud of our school and appreciative of the outstanding education we received at Hampton University. We believe students in Georgia deserve an opportunity to also have an exceptional comprehensive educational experience in an environment where they can interact with other future leaders who represent many ethnicities and hail from more than 26 countries and 40 states. We are certain Georgia students deserve to pursue degrees through the renowned Scripps Howard School of Journalism and Communication or in the exceptional programs offered through the Schools of Business, Science, Nursing, Liberal Arts and Education, Engineering and Technology, Pharmacy and the Graduate Program. Hampton University awards degrees at the associate through doctoral levels.

We would greatly appreciate your support of **THE BLUETEENTH GALA**. Generous donations have made it possible for us to make the dream of a college education a reality for many Georgia students. Please visit our university website at <https://home.hamptonu.edu> and our NHAA-Atlanta Chapter website at <https://hamptonalumniatl.com> to learn more. The NHAA-Atlanta Chapter member requesting your sponsorship will follow up with a phone call to review options and answer your questions.

Regards,

*George E. White*

George E. White, PhD  
President, NHAA-Atlanta

*Reaneé Ivey Ellis*

Reaneé Ivey Ellis, PhD  
Chair, The Bluteenth Experience



## Hampton University: Facts and Figures

Hampton University is a private institution of higher learning located in Hampton, Virginia. It was founded in 1868 by General Samuel Chapman Armstrong to educate newly freed slaves. Today, the Emancipation Oak stands on the campus as a lasting symbol of the promise of education for all, even in the face of adversity.

By far, Hampton University has one of the loveliest campuses in the United States. It is situated on 314 acres and is surrounded on three sides by water. There are 118 buildings on the main campus in Hampton. Students also matriculate at the satellite campus in Virginia Beach and via online programs.

The school mottos are: *Elevating the Standard of Excellence* and *An Education for Life*.

The student enrollment is 3228 and the faculty to student ratio is 15:1. Annual tuition is \$42,148.00.

Hampton University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, master's, educational specialist, professional and doctoral levels. The University is also approved by the State Council of Higher Education in Virginia (SCHEV). Hampton University holds membership in the Council of Graduate Schools, the Council of Independent Colleges in Virginia, and the American Council on Education. Specific degree programs are accredited by appropriate professional boards.

Incoming freshman may attend Pre-College the summer before the start of their freshman year. The curriculum includes English, math and one other course selected by the student.

Exceptional students may apply for a coveted placement in the Freddie Davy Honors Program. Applications are accepted during second semester of the freshman year for a placement during the student's sophomore year.

Hampton students must complete a minimum of 120 semester hours to graduate. Students have an opportunity to study abroad during the summer or a full academic semester. They may also take classes at another accredited institution. Many Hampton students graduate with a dual degree.

Hampton University offers ROTC for Army, Naval Science and Marine Corp.

The Hampton University football team competes in the Colonial Athletic Conference. The men's basketball team is in the NCAA Division I FCS. Other competitive sports offered at the university for men are: cross-country, lacrosse, tennis, and track and field. Women's sports include basketball, soccer, softball, track and field, tennis, and triathlon. Sailing is offered as a coed sport.

The school mascot is the Hampton Pirate. Reflex blue and white are the school colors.



## Sponsorship Opportunities

NHAA-Atlanta is a 501c3 nonprofit organization. All donations are tax deductible to the fullest extent permitted by law. Your generous donation will be used to fund scholarships for students and local NHAA-Atlanta initiatives that support Hampton University goals.

In appreciation for your support of our fundraiser, we would like to provide the following to you:

### Platinum Sponsor: \$10,000.00 and Above

- Premium signage at event
- Inclusion in video tribute during [THE BLUETEENTH GALA](#)
- Company logo featured on all promotional materials
- Active hyperlink to company and organizational profile on NHAA-Atlanta website for the duration of the sponsorship year
- One reserved table at [THE BLUETEENTH GALA](#)
- Ten (10) tickets to the VIP Cocktail Party

### Gold Sponsor: \$5000.00-\$9,999.00

- Premium signage at event
- Inclusion in video tribute during [THE BLUETEENTH GALA](#)
- Company logo featured on all promotional materials
- Active hyperlink to company and organizational profile on NHAA-Atlanta website for the duration of the sponsorship year
- One reserved table at [THE BLUETEENTH GALA](#)
- Eight (8) tickets to the VIP Cocktail Party

### Silver Sponsor: \$2,500.00-\$4,999.00

- Inclusion in video tribute during [THE BLUETEENTH GALA](#)
- Company logo featured on all promotional materials
- Active hyperlink to company on NHAA-Atlanta website for the duration of the sponsorship year
- One reserved table at [THE BLUETEENTH GALA](#)
- Four (4) tickets to the VIP Cocktail Party

### Bronze Sponsor: \$2000.00-\$2,499.00

- Inclusion in video tribute during [THE BLUETEENTH GALA](#)
- Company logo featured on all promotional materials
- Active hyperlink to company on NHAA-Atlanta website for the duration of the sponsorship year
- One reserved table at [THE BLUETEENTH GALA](#)
- Two (2) tickets to the VIP Cocktail Party



## Advertisement Submission: Souvenir Journal

1. To complete the online advertisement submission form click the following link:  
<https://form.iotform.com/223328317014144>.\*
2. Ensure the Ad is print ready and meets the following criteria:
  - a. Resolution: 300 dpi or higher
  - b. Image Mode: CMYK
  - c. Accepted file formats: AI, EPS, PDF
3. The Ad width and height should conform to the specifications below:

Advertising Rates and Submission Order for Journal Ads			
Ad Size	Ad Dimensions (Including Border, if used)	Ad Cost	Amount Enclosed (if applies)
Full Page	7.5" W x 10" H	\$1000.00	
Half Page	7.5" W x 5" H	\$750.00	
Quarter Page	3.6" W x 5" H	\$500.00	

4. \*\*Payments made by check should be made payable to NHAA-Atlanta and mailed to:  
The Blueteenth/NHAA-Atlanta  
120 Hight's Hollow  
Fayetteville, GA 30215
5. The Ad and payment submission deadline is May 12, 2023.

\* If you have any problems uploading the Ad via the online form, please send it directly to [blueteenth2023@gmail.com](mailto:blueteenth2023@gmail.com).

\*\* CREDIT CARD OPTION: You may also make payments via credit card through our host platform at the following link: <https://theblueteenthexperience.rsvpify.com/>

CONFIRMATION: An email will be sent to confirm that we have received your Ad and payment. If you have contracted advertising and have not received a reply within 30 days or by May 15, 2023, please contact Dr. Reaneé Ivey Ellis at [blueteenth2023@gmail.com](mailto:blueteenth2023@gmail.com) no later than May 20, 2023.