At Morehead State University, you will find “much more” than you might imagine. We are much more than college classes…much more engaged…much more personal. We provide a safe campus environment that is much more welcoming and student-friendly. We deliver a quality, affordable education in a student-focused learning environment. Our students thrive in small classes taught by dedicated faculty and staff committed to student success. We are much more than a regional partner…and much more than an alma mater. We are committed to enriching the lives of those we serve. At MSU, we aspire to be the best public regional university in the South.

Visit www.moreheadstate.edu/aspire to learn “much more” about MSU’s mission, vision and values.
Corporate partners provide Morehead State University the margin of excellence to launch our University into the future. We’ve taken a new approach to MSU event sponsorship, promotions and charitable giving opportunities. In past years, you may have received several requests for support. Now requests for all major University philanthropic activities have been combined into a single proposal. Your company can choose the philanthropic activities that interest you most, and your annual charitable giving to Morehead State University will be taken care of at one time.
Circle of Excellence
Membership Opportunities

The Circle of Excellence is Morehead State University’s premier donor recognition, recognizing individuals and organizations who make annual gifts. These generous contributions are crucial to ensuring that MSU is a leader in providing the highest quality education to our students by meeting the greatest needs of the campus as we Aspire to Greatness.

The principal benefit of Circle of Excellence membership is the satisfaction inherent in supporting the students and faculty of MSU. To show the University’s appreciation for their support, these donors will receive several unique benefits including an MSU Circle of Excellence static decal, signifying their level of support, as well as recognition in the annual donor report, acknowledgement at an MSU donor recognition event and special invitations to annual campus events.

All gifts and qualifying matching gifts made during the calendar year count toward Circle of Excellence recognition in one of five levels:

- President’s Circle: $10,000 and above
- Diamond Circle: $7,500-$9,999
- Gold Circle: $5,000-$7,499
- Silver Circle: $2,500-$4,999
- Bronze Circle: $1,000-$2,499

*Employer matching gifts can be used to reach Circle of Excellence giving levels.
*Recent Alumni: Those graduating 10 years ago or less are eligible to participate in any of the Circle of Excellence levels for a contribution of half the stated amount.
Event Sponsorship Opportunities

Gala Sponsorship  $1,600
Last Saturday in April. Includes one table for eight guests at the Gala

Gala Silent Auction Sponsorship  Gift in Kind Value
Market your business at the Annual Gala by contributing an item for our silent or live auction.

Annual Golf Outing Sponsorship  $500
Includes one team of four and a hole sponsorship at the Spring Celebration Golf Outing, hosted by the College of Business and Public Affairs

Annual Athletics Golf Outing Sponsorship  $650
Includes one team of four and a hole sponsorship at the Celebration of MSU Athletics Golf Outing

Golf Outing Promotional Sponsor  Cost of Promotional Items
Market your business at one of our annual golf outtings by contributing promotional items to be given to all golf outing participants.

Annual Holiday Event Sponsor  $300
Includes one table for eight at the annual holiday dinner and show and recognition in the event program
Athletics Sponsorship and Promotional Opportunities

Athletic Philanthropic Contributor
All contributions made at the following levels will help support the Eagle Excellence Fund which provides support to the greatest needs of the department.

Champions Club Athletic Supporter $5,000
- Director’s Club Athletic Supporter $4,000
- Coach’s Club Athletic Supporter $3,000
- Team Member Athletic Supporter $2,000
- Cheering Athletic Supporter $1,000

Eagle Sports Network Coverage $500
Includes recognition on the Eagle Sports Network during all live radio broadcasts for football and basketball games. Approximately 50 contests are held each season, breaking the total investment down to $10 per game.

Promotional Signage in an Athletic Venue
Baseball or Softball $500
(includes a stadium banner)

Volleyball $500
(includes an arena banner)

Football and Soccer $1,000
(includes an on field sideline sign)

Basketball $1,000
(includes a 4.5 x 4.5 section on the rotating score table)
**Game Day Sponsorship**
Game Day Sponsors receive 20 tickets to the sponsored game, access for you and your guests to the President’s Club at the sponsored game, recognition in game day program and announcements, and the opportunity to conduct an on-field or in-game contest or promotion such as a half-court shootout.

**Soccer**
During one home soccer match

**Women’s Basketball**
During one home basketball game

**Volleyball**
During one home volleyball match

**Men’s Basketball**
During one home basketball game

**Football**
During one home football game

*Plus the cost of any promotional items such as giveaways

**MSU Eagles Website Recognition**
Includes rotational website recognition for the calendar year.

**Included in Public Address Announcements**
Includes a special mention of your business in all public address announcements, “MSU Athletics would like to thank the following corporate partners….”
Video Scoreboard Promotion
New video scoreboards in Johnson Arena provide our sponsors with a variety of opportunities to market to Eagle Basketball fans. Because of the vast number of unique marketing opportunities, price quotes will be provided on an individual basis.

Examples of marketing opportunities include:

- Display your business’ logo on the screens during pregame warm-up.
- Introduce the team by becoming the official sponsor of the team starting lineup video.
- Sponsor instant replays during the game.
- Sponsor the game action:
  - 3-point goal sponsor
  - Blocked shot sponsor
  - Dunk sponsor
  - Capture the audience during a timeout with an interactive video commercial.

We welcome your sponsorship ideas for the video scoreboard.
Career Services Corporate Sponsorship Opportunities

All Career Services supporters will receive:

- Dynamic presence on the Career Services website and Joblink, MSU’s online job/internship database
- Complimentary registration to the fall and spring career fairs
- Premier location at the career fair
- Lunch at the career fair

$500 Sponsorship Level
Sponsors can chose one of the following opportunities:

- Resume critique event
- Mock interview day
- Career workshop

$1,000 Sponsorship Level
Sponsors can chose one of the following opportunities:

- Etiquette Dinner for Eagles (up to 40 participants)
- Networking Night
- Back-to-School Event
- Specialty area at the career fair such as the student check-in, employer check-in, or the hospitality area
- Job search basics half-day workshop
- Targeted faculty and staff luncheon
- Professional dress fashion show

As a sponsor, your business will receive recognition and signage at the event.
Outreach Programs
Sponsorship Opportunities

**Morehead State Public Radio**

**Fund Drive Challenges**
A commitment of $250 or more can be designated for use as a challenge grant to support the on-air fund drives held each fall and spring.

**Sponsorship of a MSPR Program**  
$1,500  
In exchange for underwriting messages, the sponsor will underwrite programming and be the exclusive sponsor of a program on MSPR for the calendar year. The sponsor will receive a total of three underwriting messages per broadcast on the show.

**Kentucky Center for Traditional Music**

Sponsorship of a home site exhibition for a KCTM student band  
$500

Sponsorship of a traveling exhibition for a KCTM student band  
$1,000

**Kentucky Folk Art Center**

Sponsorship of an art exhibition without a catalog during the calendar year  
$750

Sponsorship of an art exhibition with a catalog during the calendar year  
$1,500
Regional Campus
Sponsorship Opportunities

A contribution of any size can be directed to the regional campus of your choice. A few of the ways support for regional campuses are used is for student awards, technology software and equipment and operating expenses.

Regional campus locations include:

- MSU at Ashland
  1400 College Drive, Suite L272
  Ashland, KY 41101

- MSU at Mt. Sterling
  3400 Indian Mound Drive
  Mt. Sterling, KY 40353

- MSU at Prestonsburg
  6 Bert Combs Drive
  Prestonsburg, KY 41653

- MSU at West Liberty
  155 University Drive
  West Liberty, KY 41472

Regional campus supporters will be recognized in a variety of publications associated with the campus location.
Restricted Support of a College, Scholarship or Endowment Fund

The MSU Foundation has a variety of restricted funds that support our four colleges:

- Caudill College of Arts, Humanities & Social Sciences
- College of Business & Public Affairs
- College of Education
- College of Science & Technology

Gifts to these funds enhance the University’s ability to offer many valuable programs and educational opportunities for students who are studying within these colleges.

Additionally, there are a variety of MSU Foundation Scholarships supporting students studying within specific departments and disciplines as well as students from particular geographic areas. Contributions to these scholarship funds directly benefit our students by making their college education more affordable.

If you are interested in making a contribution to an existing fund, a gift officer can provide a list of scholarship funds that meet your criteria, or meet with you to establish a fund in the name of your business.

**Annual Scholarship:** An annual scholarship awards money from a scholarship account each year. In this type of account, the money contributed to the fund is awarded. For instance, if you open an account with $1,000 and award two $500 scholarships, there would be no money left to make renewal awards the following year if the account is not replenished with additional contributions. The donor can add any amount to the account at any time. A minimum of $500 is required to establish a scholarship fund.

**Endowment:** A minimum of $25,000 is required to begin an endowment; however, this amount is held in perpetuity and only the earnings from its investment are used. Therefore, this scholarship will be available forever. For example, if you establish an account with $25,000, there would be an average of 3-5 percent return that is spendable each year. At 3 percent this would produce a $750 scholarship. An endowment fund can be established on the basis of a pledge. In this case, the $25,000 endowment level must be fully funded within five years of the establishment date. The funds will not be awarded until the pledge is fulfilled.
Eagle Trace Golf Course
Memberships

Corporate Membership $3,600
Eagle Trace is one of the region’s finest courses and offers a unique challenge for competitive and recreational golfers alike. As a corporate foursome member, your business will receive four memberships for $3,600. The normal cost of a single membership is $1,250 but can only be used by that individual. A corporate foursome membership will be issued in the name of the business and can be used by employees, and out-of-town guests or family members. Memberships are good for 12 months from date of issue.

MSU’s Most Valued Supporters Corporate Membership $2,000
As a corporate supporter of MSU at or above the $5,000 level, your business will be eligible for a Valued Supporters Corporate Membership for the discounted price of $2,000. All aspects of the corporate membership apply at this discounted rate for 50 rounds per year. If businesses exceed the maximum rounds, they will have the opportunity to purchase additional rounds for a discounted per round rate.
Star Theater Corporate
Sponsorship Opportunities

**Individual Show Sponsor**

This level of sponsorship would allow your business to be recognized as the local sponsor for a specific Star Theater program.

The sponsor’s logo would appear on the dome and include a special mention of your business before the program, “The following presentation of . . . is made possible locally by the generous support of . . .”

The sponsor will receive 25 passes for the Star Theater.

**Annual Theater Sponsor**

This level of sponsorship would be recognized before every program.

The sponsor’s logo would appear on the dome and include a special mention of your business before programming begins, “Programming in the Star Theater is made possible by the generous support of . . .”

Sponsor will receive an evening at the Star Theater. The Star Theater will be closed to the general public and you will be able to have a corporate outing in the Star Theater.

**New Show Sponsor**

This level of sponsorship would assist in the acquisition of new programs.

The sponsor would be recognized as the local sponsor of a particular program before every showing of the program for its duration (typically five years). Sponsor’s logo would appear on the dome and a special mention of your business would be played before the program, “The following program is made possible by the generous support of . . .”

Sponsors will receive 25 passes a year for five years for the Star Theater.

*As price varies for the programs, a quote will be given to those interested in this level of sponsorship.
Prebuilt Sponsorship Levels

We realize that there are many options listed within this corporate sponsorship booklet. Businesses often ask “What sponsorship opportunities do you suggest we take advantage of?” To help answer this question, we have provided three prebuilt packages at different sponsorship levels.

Bronze - $5,000

The following sponsorship opportunities are included in the bronze package:

- Circle of Excellence membership
- Corporate Gala sponsorship
- Sponsorship of both annual golf outings
- Supporter of the fall and spring MSPR fund drives
- Sponsorship of one of the following Career Services events
  - Sponsor a resume critique event
  - Sponsor a mock interview day
  - Sponsor a career workshop
- Support the Eagle Excellence Fund at the Cheering Athletic Supporter level
- Recognition in all public address announcements at all home sporting events
Prebuilt Sponsorship Levels

Silver - $10,000

The following sponsorship opportunities are included in the silver package:

- Circle of Excellence membership
- Corporate Gala sponsorship
- Sponsorship of both annual golf outings
- Supporter of the fall and spring MSPR fund drives
- Corporate sponsor of the annual holiday event
- Sponsorship of one of the following Career Services events
  - Sponsor a resume critique event
  - Sponsor a mock interview day
  - Sponsor a career workshop
- Support of one regional campus or college of your choice
- Support the Eagle Excellence Fund at the team member level
- Game sponsorship at a home basketball game
- Recognition on the Eagle Athletics website
- Announcements on the Eagle Sports Network
- Recognition in all public address announcements at all home sporting events
Gold Level - $15,000

The following sponsorship opportunities are included in the gold package:

- Circle of Excellence membership
- Corporate Gala sponsorship
- Sponsorship of both annual golf outings
- Supporter of the fall and spring MSPR fund drives
- Sponsorship of one of the following Career Services events
  - Sponsor an etiquette dinner (up to 40 participants)
  - Sponsor a networking event
  - Sponsor a back-to-school event
  - Sponsor a specialty area at the Career Fair such as the student check-in, employer check-in, or the hospitality area
  - Sponsor a job search basics half-day workshop
  - Sponsor a targeted faculty and staff half-day luncheon
  - Sponsor a professional dress fashion show
- Support of one regional campus
- Support one college or scholarship fund of your choice
- Support the Eagle Excellence Fund at the coach’s club level
- Game sponsorship at a home basketball game
- Promotional signage in one athletic venue
- Recognition on the Eagle Athletics website
- Announcements on the Eagle Sports Network
- Recognition in all public address announcements at all home sporting events
Morehead State University is committed to providing equal educational opportunities to all persons regardless of race, color, national origin, age, religion, sex, sexual orientation, disabled veterans, recently separated veterans, other protected veterans, and armed forces service medal veterans, or disability in its educational programs, services, activities, employment policies, and admission of students to any program of study. In this regard the University conforms to all the laws, statutes, and regulations concerning equal employment opportunities and affirmative action. This includes: Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Executive Orders 11246 and 11375, Equal Pay Act of 1963, Vietnam Era Veterans Readjustment Assistance Act of 1974, Age Discrimination in Employment Act of 1967, Sections 503 and 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act of 1990, and Kentucky Revised Statutes 207.130 to 207.240. Vocational educational programs at Morehead State University supported by federal funds include industrial education, vocational agriculture, business education, and the associate degree program in nursing. Any inquires should be addressed to: Affirmative Action Officer, Morehead State University, 101 Howell-McDowell, Morehead, KY 40351, 606-783-2097.