



Empowering
EXCELLENCE
GALA

**SPONSORSHIP & MARKETING
OPPORTUNITIES**

INDIANAPOLIS 2022

IN PARTNERSHIP





Our Mission

As Indiana's only Predominantly Black Institution of Higher Education, Martin University educates and develops diverse workforce-ready students in an inclusive, supportive collegiate environment.

The origins of Martin University can be traced to 1969 when Father Boniface Hardin, an African American Benedictine priest, and Sister Jane Schilling opened Martin Center on North College Avenue in Indianapolis to address pressing community issues, especially the inherited disease sickle cell anemia and race relations. Five years later, in 1974, the Center conducted a study in cooperation with the Union of Experimenting Colleges and Indiana University-Purdue University Indianapolis (IUPUI) on the difficulties experienced by low-income adults and minority students who wished to attend traditional colleges or universities.



ABOUT EMPOWER EXCELLENCE GALA

The Martin University Gala is a premier fundraising gala and a major social event, focusing on raising public awareness and large corporate and individual donations to support scholarships for degree seeking students at Martin University and to support a \$25 million fundraising campaign to support the university's growth through 2027. The star-studded event will involve local business leaders, celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support Martin University's mission of changing the destinies of the disenfranchised through education.

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$2,500-\$75,000. Sponsor package benefits include sponsor tables for your guests and recognition at the event and in related advertising and promotional materials. Individual tickets are available for \$300.

WHEN

Friday, April 29, 2022

FEATURING

6 p.m. Reception

7 p.m. Elegant Dining and Awards Recognition

9 p.m. Dancing, Live Entertainment & Cigar Bar

WHERE

Newfields

Deer Zink Events Pavilion


4000 Michigan Road, Indianapolis, Indiana 46208

Black-tie

ENTERTAINMENT

National Recording Artist

For more information, call Martin University at 317.543.3093





MARTIN UNIVERSITY PRESIDENT

Greetings,

Martin University is excited to celebrate 45 years of fulfilling our unique and important mission of serving the higher education needs of minority, low-income, and adult students. Each day, we honor the legacy of our visionary founders, Father Boniface Hardin and Sister Jane Schilling, in our unwavering commitment to provide quality educational opportunities that help transform lives and shape communities. We recently launched Martin University 2022-2027 strategic plan titled Mission Drive and Future-Focused to guide our transformational approach to sustainability and

innovative growth. The plan will culminate in the year we will celebrate the 50th anniversary of the University.

On Friday, April 29th, we will host our Empowering Excellence Gala to commemorate and reflect on our rich history while sharing an inspiring vision for our future. We hope that we will have the pleasure of your company and that you will consider serving as a sponsor for this important event. The evening promises to be one to remember, including local and national talent to entertain us and uplifting stories from our students to motivate us. Please review the Sponsorship Levels & Opportunities information accompanying this letter for more information.

Thanks in advance for your continued support of Martin University. My deepest gratitude goes out to all Martin University students, faculty and staff, trustees, volunteers, partners, donors, and friends who have helped shape our past and are lighting the pathway to our future. I look forward to celebrating with you at the Gala.

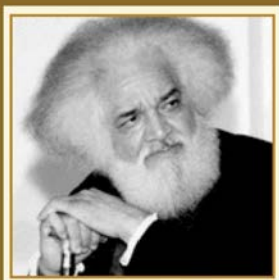
Best Regards,

A handwritten signature in black ink, appearing to read "S. Huddleston".

Dr. Sean L. Huddleston
President
Martin University



A NOD TO THE PAST AND VISION FOR THE FUTURE



FR. BONIFACE HARDIN



SISTER JANE SCHILLING

Martin Center College officially began in 1977 on North College Avenue. This “haven of hope” was created, in the midst of the inner-city barriers to academic success, to offer opportunities for the ordinary and disenfranchised persons to change their destinies through education.

Father Hardin named the college in honor of two Martins – Dr. Martin Luther King Jr. and St. Martín de Porres, who worked with the poor in Peru in the 16th and 17th centuries and became the first Catholic saint of African ancestry.

In 1987, the College obtained the property at 2171 Avondale Place when the Archdiocese of Indianapolis closed the St. Francis de Sales Catholic Church and School, both of which are part of the University’s current campus. Martin University relocated to this site and the college became a university in 1990 following an expansion in the number of degree programs offered, including graduate degrees.

The University is recognized as an institution that offers higher education access and opportunities to persons under-served by the current academic enterprise. The University is a non-denominational, private, liberal arts institution with over 1,500 alumni, including distinguished citizen leaders.

Martin University offers nine undergraduate degrees and two master’s degrees in a wide array of disciplines, including the liberal arts, business, early childhood education, religious studies, psychology, criminal justice studies and urban ministries.

Marking its 45th year in 2022, Martin University is Indiana’s only Predominantly Black Institution (PBI) of higher education. It serves as a cornerstone of the Martindale-Brightwood neighborhood on the east side of Indianapolis. Martin University continues its commitment to provide quality educational opportunities to underrepresented populations and to be a leader in the revitalization of the surrounding community.

Empowering

EXCELLENCE SPONSORSHIP & MARKETING OPPORTUNITIES



Presenting Sponsor - \$75,000

- 2 premium reserved tables for 10 guests each
- Opportunity to serve as the 2023 Gala Chairperson
- Recognized as presenting sponsor in all digital and print materials related to the gala
- 2 full page, four color advertisements in the souvenir program booklet
- Logo prominently displayed throughout the event
- Opportunity to provide a promotional activation for
- Opportunity to join Martin University President for press and media interviews about the event all attendees during the gala event
- Opportunity to appear on stage at the gala event

Reception Sponsor / Entertainment Sponsor - \$50,000

- Signage located in the foyer and on the bars during the reception
- Recognition in printed event program and on digital signage at event
- Martin.edu/gala website recognition
- One table with preferred placement
- 1 full page ad
- Premium placed ad in the sponsorship program booklet
- Opportunity to appear on stage at the gala event

Multi-media Sponsor - \$35,000

- Recognition for the gala videos debuting during the event
- Recognition in printed event program and on digital signage at event
- Martin.edu/gala website recognition
- One table with preferred placement
- 1 full page, four-color ad

Endowed Scholarship Sponsor / Printed Program Sponsor \$25,000

- Recognition in printed event program and on digital signage at event
- Martin.edu/gala website recognition
- One table with preferred placement
- ½ page ad

Gift Sponsor - \$15,000

- Logo included on giveaway packaging
- Recognition in printed event program and on digital signage at event
- Martin.edu/gala website recognition
- One table



Platinum Table Sponsor - \$15,000

- Recognition in printed event program and on digital signage at event
- One table

Gold Table Sponsor - \$10,000

- Recognition in printed event program
- One table

Silver Table Sponsor - \$7,500

- Recognition in printed event program
- One table

Bronze Table Sponsor - \$5,000

- Recognition in printed event program
- One table

Community Partner - \$2,500 - SOLD OUT

- One table

SPONSORSHIP RESERVATION FORM

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> \$75,000 | Presenting Sponsor |
| <input type="checkbox"/> \$50,000 | Reception Sponsor / Entertainment Sponsor |
| <input type="checkbox"/> \$35,000 | Multi-media Sponsor |
| <input type="checkbox"/> \$25,000 | Endowed Scholarship / Printed Program Sponsor |
| <input type="checkbox"/> \$15,000 | Gift Sponsor / Platinum Table Sponsor |
| <input type="checkbox"/> \$10,000 | Gold Table Sponsor |
| <input type="checkbox"/> \$7,500 | Silver Table Sponsor |
| <input type="checkbox"/> \$5,000 | Bronze Table Sponsor |
| <input type="checkbox"/> \$2,500 | Community Partner - SOLD OUT |

SPONSORSHIP RESERVATION FORM

Ad Sizes and Specifications

- ☐ **HALF-PAGE COLOR AD** (3.625"W X 7.5"H)
- ☐ **QUARTER-PAGE COLOR AD** (3.625"W X 3.625"H)
- Reproduction is in full four-color format
- Book trim size is 8" x 8" Non-bleed size is 7.5" x 7.5"
- Provide press-quality PDF
- AD DEADLINE: MARCH 30, 2022**

Pledges for sponsorships at \$50,000 or more can be fulfilled over three years. All sponsorships at \$50,000 or more are eligible to endow a scholarship in the donor/company's name.

To secure your sponsorship, contact:

Kristie Johnson at (317) 543-3093 or ksjohnson@martin.edu
www.martin.edu/gala

| | | |
|---------|-------|-----|
| NAME | TITLE | |
| COMPANY | | |
| ADDRESS | | |
| CITY | STATE | ZIP |
| PHONE | FAX | |
| E-MAIL | | |

☐ CHECK ENCLOSED (Make checks payable to Martin University and mail to:
 2186 North Sherman Drive, Indianapolis, IN 46218

☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

| | | |
|---------------|------|-----|
| CREDIT CARD # | CVC# | EXP |
| SIGNATURE | | |

Please invoice us for the amount due: \$

(All Payments due by March 29, 2022)

Please fax this completed form to Martin University at
 (317) 917-3393 or return by mail with your credit card
 information or your check payable to Martin University.



A HAVEN OF HOPE,
INSPIRATION,
AND CELEBRATION OF EXCELLENCE

MARTIN UNIVERSITY

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