

The University of South Carolina
School of Medicine Class of 2018

P R E S E N T S

the



BLACK TIE WHITE COAT



gala

2 0 1 8

SPONSORSHIP OPPORTUNITIES

THE GALA

..... *details*

A signature black tie event benefiting the School of Medicine Alumni Scholarship Fund and the Free Medical Clinic of Columbia.

FRIDAY, MARCH 9, 2018
USC ALUMNI CENTER • COLUMBIA, SC

The Black Tie White Coat Gala is a longstanding, highly respected fundraising initiative to foster medical education for aspiring doctors and medical professionals, while also helping to support prevalent health care needs within the Columbia community.

In 2002, the compassion of the School of Medicine student body was showcased when fourth year medical students identified a need for providing health care to our Midlands' citizens. They also recognized the inflating cost of medical education and wanted to ensure students following in their footsteps had the necessary financial support to pursue the dream of becoming a physician. On a mission to help, the inaugural Black Tie White Coat Gala emerged and a tradition was born.

For the past 16 years, fourth year medical students have teamed up with the Alumni Association to jointly organize the School's signature fundraiser. With more than \$750,000 generated to date, the Black Tie White Coat Gala continues to support the mission of the 2002 class of providing financial assistance to the Free Medical Clinic of Columbia and aspiring physicians through the Alumni Scholarship Fund.

We cordially invite you to support this year's Gala, which is expected to attract nearly 800 alumni, students, faculty and friends from the medical community and the broader Columbia region. Reserve your place as a sponsor for this great initiative.



UNIVERSITY OF
SOUTH CAROLINA
School of Medicine



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SPONSOR LEVELS

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PRESENTING SPONSOR

\$15,000 | Exclusive - Limited to One

Exclusive opportunity to host the event - “The Black Tie White Coat Gala presented by *(Company)*”

Company name and logo featured on the School of Medicine website and Black Tie White Coat Gala registration portal as the Presenting Sponsor with a link to the company website

Company name and logo included on all email correspondence and social media platforms

Two (2) VIP tables of 10 seats *(20 seats total)*

Opportunity for your executive to give onstage welcome at event

Company logo or advertisement prominently displayed on the Alumni Center’s Momentum Wall near the venue’s entrance and exit during event

Company logo featured as the header of two vertical digital screens near ballroom entrance during event

Company logo displayed on large media screen during event *(20 seconds at a time, looping continuously)*

One (1) full-page color advertisement and Presenting Sponsor acknowledgment in event program distributed to all guests

Opportunity to provide a main attraction auction item

Company logo on post-event thank you mailer

Right of First Refusal for 2019 Presenting Sponsorship



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SPONSOR LEVELS

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PLATINUM SPONSOR

\$10,000 | Limited to Two

Company name displayed on the School of Medicine website and Black Tie White Coat Gala registration portal as a Platinum Sponsor

One (1) VIP Table of 10 seats (*10 seats total*)

Verbal recognition from podium during event

Company logo prominently displayed on one of two horizontal digital screens (*connected to the Alumni Center's Momentum Wall*) near the venue's entrance and exit during event

Company logo displayed on two vertical digital screens near ballroom entrance during event

Company logo displayed on large media screen during event (*20 seconds at a time, looping continuously*)

One (1) half-page logo and Platinum Sponsor acknowledgment in event program distributed to all guests

Company logo on post-event thank you mailer

GOLD SPONSOR

\$7,500

Eight (8) tickets to event

Verbal recognition from podium during event

Company logo displayed on two vertical digital screens near ballroom entrance at event

Company logo displayed on large media screen during event (*20 seconds at a time, looping continuously*)

One (1) quarter-page logo and Gold Sponsor acknowledgment in event program distributed to all guests

Company logo on post-event thank you mailer





SILVER SPONSOR

\$5,000

Six (6) tickets to event

Verbal recognition from podium during event

Company/Donor name displayed on two vertical digital screens
near ballroom entrance at event

Company/Donor name displayed on large media screen during event
(20 seconds at a time, looping continuously)

Company/Donor name and Silver Sponsor acknowledgment
in event program distributed to all guests

Company/Donor name on post-event thank you mailer

GARNET & BLACK SPONSOR

\$2,500

Four (4) tickets to event

Company/Donor name and Garnet & Black Sponsor
acknowledgment in event program distributed to all guests

Company/Donor name on post-event thank you mailer



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IN-KIND SPONSOR

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In-Kind sponsorship opportunities give the corporate or individual donor an option to choose additional exposure by having their company name associated with a specific area or amenity for the Black Tie White Coat Gala. In-Kind sponsors also receive tickets to the event and recognition in the program. Each sponsorship is limited to one.

VALET SPONSOR | \$5,000

Six (6) tickets to event

Company/Donor recognized on signage at valet area

Opportunity to leave an item with your company logo in each vehicle

Recognition in event program distributed to all guests

Company/Donor name on post-event thank you mailer

SPIRITS SPONSOR | \$2,500

Four (4) tickets to event

Company/Donor recognized on signage at each beverage station

Recognition in event program distributed to all guests

AUCTION SPONSOR | \$2,500

Four (4) tickets to event

Company/Donor recognized on auction website prior to and during event

Recognition in event program distributed to all guests

REGISTRATION SPONSOR | \$1,500

Two (2) tickets to event

Company/Donor recognized on registration area signage

Recognition in event program distributed to all guests

PROGRAM SPONSOR | \$1,000

Two (2) tickets to event

Company/Donor acknowledgment on back page of event program distributed to all guests

Commitment Form

PRESENTING SPONSOR

\$15,000

PLATINUM SPONSOR

\$10,000

GOLD SPONSOR

\$7,500

SILVER SPONSOR

\$5,000

GARNET & BLACK SPONSOR

\$2,500

VALET SPONSOR

\$5,000

SPIRITS SPONSOR

\$2,500

AUCTION SPONSOR

\$2,500

REGISTRATION SPONSOR

\$1,500

PROGRAM SPONSOR

\$1,000

Additional Donation: \$100 \$500 \$1,000 Other: \$ _____

Corporate/Company/Donor: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT OPTIONS

Send Invoice Pay Now (*By Credit Card*) Pay Now (*By Check*)

VISA MasterCard American Express Discover

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____

Signature: _____ Total: \$ _____

RETURN TO:

Susan Butler, Administrative Coordinator,
Finance/University Foundations

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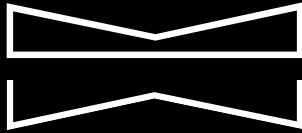
FOR MORE INFORMATION:

Holly Jefferson, Associate Director,
Alumni Relations/Development

USC School of Medicine
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holly.jefferson@uscmed.sc.edu

*All sponsorships receive benefits as described in the sponsorship package.
Commitment and company logo (if applicable) must be in before February 9, 2018.
Gala ticket price is \$60. Per quid pro quo guidelines, tickets provided to sponsors are
not tax deductible. Make checks payable to University Foundations.*

THE



GALA