

INFINITE POSSIBILITIES

185

1839 ★ 2024

— Celebrating —
WESTFIELD STATE

Sponsorship Opportunities

Westfield State University

INFINITE POSSIBILITIES



westfield.ma.edu/185

Dear Supporter of Westfield State,

We, at Westfield State University, are thrilled to invite you to join us in our **185th Anniversary Celebration**. Over 184 years ago, Westfield State welcomed our first students to experience the importance of being part of a whole that is greater than any of us as individuals. For generations Westfield State University graduates have settled in the Western Mass region (and beyond), taught our children and grandchildren, served our cities and towns, opened businesses, and contributed to the quality of life in their communities through service and civic participation. As a supporter of Westfield State University, you have been an integral part of the fabric of the University's history.

The Westfield State University 185th Anniversary Celebration will benefit the University's initiatives around access and removing economic barriers to our student's education. This will provide them with **"Infinite Possibilities"** in their lives and careers and further the University's founding mission of a learning institution open to all regardless of race, gender and economic status.

We will begin celebrating with our first signature event in February and culminate in October during Homecoming Weekend with our Blue Diamond Ball.

We ask that you consider joining us as a sponsoring partner during our 185th Anniversary Celebration. The positive impact of your support creates infinite possibilities for our students and communities.

Enclosed please find an information sheet and sponsorship form. If you would like to discuss the possibilities or have any questions, please contact **Bill Hynes, Director of Institutional Advancement**, at **(413) 572-8647** or **whynes@westfield.ma.edu**.

We look forward to seeing you as we lay out the blue carpet and toast to another 185 years of educating the next leaders of our communities.

Sincerely,



Dr. Linda Thompson
President



Sponsorship Levels

185TH CELEBRATION PRESENTING SPONSOR - \$50,000

- ★ Premier recognition as the Presenting Sponsor of Westfield State's 185th Anniversary Celebration, encompassing four prestigious events
- ★ Prominent exposure on Westfield State University's social media platforms, reaching over 30,000 followers
- ★ Highlighted inclusion in all event email communications, reaching over 20,000 subscribers with clickable links
- ★ Comprehensive brand visibility across print promotional materials, the 185th Anniversary website, event signage, and digital and television advertising
- ★ 2 tables of 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Exclusive access for 16 guests to the President's VIP Cocktail Reception
- ★ Opportunity to address attendees at the Blue Diamond Ball
- ★ Tickets and/or table at all 185th Anniversary Signature events
- ★ Recognition as a sponsor on the online auction platform
- ★ Inclusion in the 1839 Society

BLUE DIAMOND BALL LEAD SPONSOR - \$25,000

- ★ Distinctive recognition as the lead sponsor of the Blue Diamond Ball
- ★ Prominent signage as the "Blue Diamond Lead Sponsor" at the Blue Diamond Ball
- ★ Table for 8 guests at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 attendees to the President's VIP Cocktail Reception preceding the Blue Diamond Ball
- ★ Opportunity to address guests during the VIP Cocktail Reception
- ★ Featured exposure on Westfield State's social media platforms and event email communications
- ★ Brand visibility across print, website, community signage, and digital advertising
- ★ Complimentary tickets and/or table at all 185th Anniversary Signature events
- ★ Sponsor acknowledgment on the online auction platform
- ★ Inclusion in the 1839 Society

AUCTION SPONSOR - \$18,500

- ★ Acknowledgment as the sponsor of the 185th Anniversary Celebration Auction
- ★ Logo placement and clickable link as the Auction Sponsor on the event's dedicated website, held on October 14–18, 2024
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 guests to the President's VIP Cocktail Reception before the Blue Diamond Ball
- ★ Prominent signage as the "Auction Sponsor" at the Blue Diamond Ball
- ★ Inclusion in event email communications
- ★ Brand visibility across various promotional channels
- ★ Tickets and/or table at all 185th Anniversary Signature events
- ★ Inclusion in the 1839 Society

VIP COCKTAIL RECEPTION SPONSOR - \$15,000

- ★ Recognition as the Blue Diamond Ball “Cocktail Reception Sponsor”
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Access for 8 guests to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Opportunity to address guests during the VIP Cocktail Reception
- ★ Opportunity to have a named signature drink at the cocktail reception
- ★ Signage as the “VIP Cocktail Reception Sponsor” as guests enter the Blue Diamond Ball
- ★ Comprehensive sponsorship information on all print promotional advertisements, website, display signage in the community, and on any digital advertising
- ★ 4 tickets to all 185th Anniversary Signature events
- ★ Inclusion in the 1839 Society

BLUE CARPET SPONSOR - \$10,000

- ★ Recognition as the Blue Diamond Ball “Blue Carpet” Sponsor
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Tickets to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Signage as the “Blue Carpet Sponsor” as guests enter the Blue Diamond Ball
- ★ Sponsorship information on all print promotional advertisements, website, display signage in the community, and on any digital advertising
- ★ 4 tickets to all 185th Anniversary Signature events
- ★ Inclusion in the 1839 Society

SIGNATURE EVENT SPONSOR - \$5,000

Recognized as the Signature Sponsor for one of the following events:

- ★ **Keeper of the Dream Dinner**
February 22, 2024, in honor of Black History Month
- ★ **Supporting Our Superwomen Speaker Series**
March 28, 2024, in honor of Women’s History Month
- ★ **Going Global: Internationalizing the Westfield State Experience**
May 16, 2024, recognizing the importance of internationalization on campus

As a Signature Event Sponsor, you will receive:

- ★ Recognition as the “Signature Event Sponsor”
- ★ Full-page advertisement in the Signature Event Program Book
- ★ Sponsorship visibility on all print promotional materials, website, community signage, and digital and television advertising for the specific event
- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Tickets to the President’s VIP Cocktail Reception before the Blue Diamond Ball
- ★ Inclusion in the 1839 Society

BLUE DIAMOND BALL TABLE SPONSOR - \$2,500

- ★ Table for 8 at the Blue Diamond Ball, held on October 18, 2024, at MGM Springfield
- ★ Recognition as a “Table Sponsor” at the Blue Diamond Ball
- ★ Signage displayed at the entrance of the Blue Diamond Ball, showcasing your sponsorship to all guests as they arrive
- ★ Inclusion in the 1839 Society

Celebrating Westfield State's
INFINITE POSSIBILITIES
SIGNATURE EVENTS



FEBRUARY 22, 2024

KEEPER OF THE DREAM DINNER

Join us for an evening of inspiration and reflection as we pay tribute to the remarkable contributions of Dr. King and honor those who continue to carry on his legacy.



MARCH 28, 2024

SUPPORTING OUR SUPERWOMEN

Honoring the impacts of women in our community and exploring the relationship between personal well-being and community growth.



MAY 16, 2024

GOING GLOBAL: INTERNATIONALIZING THE WESTFIELD STATE EXPERIENCE

Join us in honoring Mary Lou McDonald, our 2024 Commencement speaker and the first female president of Ireland's Sinn Fein party. Known for addressing Ireland's challenges, from housing and economic crises to healthcare and climate change, she inspires positive change. Support our global initiatives for expanded study abroad and academic exchanges.



OCTOBER 18, 2024

BLUE DIAMOND BALL

MGM Springfield

Join us for a night of celebration at the Blue Diamond Ball! As we commemorate Westfield State University's 185th Anniversary, your participation will support initiatives aimed at enhancing access and removing economic barriers to education for our students and empowering them with "Infinite Possibilities" for their future endeavors.

Save the Date



HOMECOMING CELEBRATIONS

October 17-20, 2024



Sponsorship Order Form



Register now

We encourage you to use our online form
at westfield.ma.edu/Sponsorship185

☐ I wish to support the Westfield State University Foundation's Premier Fundraising event

☐ As a Sponsor at the following level:

____ 185th CELEBRATION
PRESENTING SPONSOR
\$50,000

____ BLUE DIAMOND BALL
LEAD SPONSOR
\$25,000

____ AUCTION SPONSOR
\$18,500

____ VIP COCKTAIL
RECEPTION SPONSOR
\$15,000

____ BLUE CARPET SPONSOR
\$10,000

____ SIGNATURE EVENT SPONSOR
\$5,000

____ BLUE DIAMOND BALL
TABLE SPONSOR
\$2,500

Business Name

Contact Name

Address

City/State/Zip

E-mail

Cell Phone

Business Phone

Signature

Date

Completed form, payment and company logo are dependant upon receipt.

Please make your check payable to "The Westfield State University Foundation" and mail with this form to:

Westfield State University Foundation, P.O. Box 1630, Westfield, MA 01086-1630



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