

# ABOUT THE REUNION

The first African-American enrolled at The University of North Carolina in 1951. Since then, more than 23,000 African-Americans have matriculated, graduated and embarked on successful careers.

In 1980, a desire to reunite African-American alumni inspired Angela Bryant '73 and the late Richard Epps '73 (then seated on the UNC GAA Board of Directors) to organize the first-ever Black Alumni Reunion (BAR). Approximately 60 alumni participated in this inaugural event, which was supported by the GAA.

Throughout the history of the reunion, classmates, friends, students, faculty and staff have come together to enjoy a weekend of enrichment, social, networking and athletic activities. These events and programs provide alumni with information about issues pertinent to the future of Carolina, updates on African-American students and various opportunities to celebrate being a Tar Heel. Outstanding first-year students and distinguished alumni are honored for their notable academic accomplishments and contributions to Carolina and their communities.

Since the reunion's inception, the GAA staff and planning committee volunteers have been proud to see the reunion evolve to become Carolina's largest affinity reunion, with more than 1,300 African-American alumni, family and friends returning to campus each fall.

## MORE INFORMATION

**Bernadine Cobb '84**  
**Chair and Sponsorship Coordinator**

UNC Black Alumni Reunion

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THE UNIVERSITY OF NORTH CAROLINA

BLACK ALUMNI REUNION

# SPONSORSHIP GUIDE



*alumni.unc.edu/bar*

**BECOME A BAR EVENT SPONSOR** In 1980, the UNC Black Alumni Reunion (also affectionately known as BAR) began as a small intimate gathering of about 60 alumni. Over 30 years later, BAR has grown to approximately 15 events over the course of four days with an annual participation of 1200 – 1400 alumni, family and friends. BAR has become a Carolina Homecoming tradition and is the oldest and largest affinity reunion supported by the UNC General Alumni Association.

Each year hundreds of alumni and their friends and family attend BAR events. Annually, reunion events offer alumni the chance to reminisce with classmates who were roommates, suitemates, members of BSM subgroups, fraternities, sororities or a member of a number of other campus organizations.

Through our unique sponsor opportunities, you can select a level of involvement that will meet your needs and budget considerations. BAR sponsors help support events that raise funds for the Light on the Society Scholarship; helps the planning committee maintain reasonable event prices plus ensure the continued growth of one of Carolina’s greatest homecoming traditions – The Black Alumni Reunion.

**CHANCELLOR LEVEL • \$10,000 (reunion title sponsor option)**

- Eight (8) Student Alumni Dinner Tickets (reserved seating)
- Golf Tournament Team (4-person team)
- Golf Tournament Sponsored Hole
- Eight (8) Banquet Tickets (reserved table)
- Eight (8) Shuttle Tickets
- Eight (8) Tailgate Tickets
- Eight (8) Football Game Tickets
- Eight (8) Friday Night Party Tickets (reserved seating)
- Eight (8) Saturday Night Party Tickets (reserved seating)
- Eight (8) Gospel Brunch Tickets (reserved seating)
- Full page color ad in the souvenir journal
- Listing on BAR website and reunion signage
- Company/logo/website included in email broadcasts
- Company/logo printed on reunion banner
- Listing as reunion title sponsor: UNC Black Alumni Reunion presented by “Your Company Name”

**PROVOST LEVEL • \$5,000 (event title sponsor option)**

- Golf Tournament Team (4-person team)
- Four (4) Banquet Tickets (reserved seating)
- Four (4) Tailgate Tickets
- Four (4) Friday Night Party Tickets (reserved seating)
- Four (4) Saturday Night Party Tickets (reserved seating)
- Full page color ad in the Souvenir Journal
- Listing on BAR website and reunion signage
- Company/logo/website included in event email broadcast
- Company/logo/website printed on event novelty item
- Company/logo/website printed on event signage
- Listing as event title sponsor: The Official UNC Black Alumni Reunion “Event Name” hosted by “Your Company Name”

**DEAN LEVEL • \$2,000**

- Two (2) Banquet Tickets (reserved seating)
- Two (2) Friday Night Party Tickets
- Two (2) Tailgate Tickets
- Two (2) Saturday Night Party Tickets
- Full page black & white ad in souvenir journal
- Listing on BAR website and reunion signage

**BELL TOWER LEVEL • \$1,000**

- Two (2) Banquet Tickets (reserved seating)
- Two (2) Tailgate Tickets
- Two (2) Saturday Night Party Tickets
- Listing on BAR website and reunion signage

**CAROLINA LEVEL • \$500**

- Two (2) Golf Tournament Players
- Two (2) Tailgate Tickets
- Listing on BAR website and reunion signage

**OLD WELL LEVEL • \$250**

- Two (2) Saturday Night Party Tickets
- Two (2) Tailgate Tickets
- Listing on BAR website and reunion signage

**TAR HEEL LEVEL • \$100**

- Listing as reunion patron in the souvenir journal

**\*\*\* IMPORTANT NOTE \*\*\***

Each sponsorship level can be customized to your needs. Questions regarding sponsor benefits should be directed to Bernadine Cobb '84, BAR chair and sponsorship coordinator, at centimental14@gmail.com or (919) 280-4553.

# UNC Black Alumni Reunion Sponsorship Contract

Secure Fax Number:  
(919) 843-4144

## Contact Information

Name \_\_\_\_\_ UNC Class Year (if applicable) \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (      ) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

## Sponsorship Levels

- |   |            |
|---|------------|
| <input type="checkbox"/> Chancellor Level | \$10,000 + |
| <input type="checkbox"/> Provost Level    | \$5,000 +  |
| <input type="checkbox"/> Dean Level       | \$2,000 +  |
| <input type="checkbox"/> Bell Tower Level | \$1,000 +  |
| <input type="checkbox"/> Carolina Level   | \$500 +    |
| <input type="checkbox"/> Old Well Level   | \$250 +    |
| <input type="checkbox"/> Tar Heel Level   | \$100 +    |

Additional Details

## Payment Information

Total \$ \_\_\_\_\_

Check enclosed payable to GAA/BAR

Please charge my  VISA  MasterCard  American Express  Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature to authorize charge \_\_\_\_\_

## Terms of Agreement

This agreement is effective as of \_\_\_\_\_ (date) and shall remain effective until the reunion ends on \_\_\_\_\_. This agreement defines the terms under which the UNC Black Alumni Reunion (BAR) and \_\_\_\_\_ enter in a sponsorship agreement for BAR \_\_\_\_\_ (insert year).

Both parties acknowledge they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this agreement as a result of unforeseen occurrences that may alter the conditions of this agreement. Upon receipt of this signed agreement, sponsorship contributions are nonrefundable. Sponsorship must be paid in full, before reunion amenities can be provided.

Sponsor Name (print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

GAA/BAR Representative Name (print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**QUESTIONS?** Contact Bernadine Cobb '84, BAR sponsorship coordinator, at (919) 280-4553 or Tanea Pettis '95 at (919) 843-9694