

**Florida A&M University National Alumni Association  
National Convention Partnership Package  
May 29 - June 1, 2025  
Frisco/Dallas, TX**



# Fact Sheet

**WHO: Florida A&M University National Alumni Association, Inc.**

**WHAT: 2025 National Convention in Frisco/Dallas, TX.**

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The Florida A&M University National Alumni Association (FAMU NAA), a non - profit organization, incorporated under the laws of the State of Florida, was established to serve its alumni and the University, to actively promote the interest of Florida A&M University as an institution of higher learning, research and public service, to focus on the educational needs of all Americans, to support cultural diversity and equal access to a quality education at Florida A&M University. The FAMU NAA works to stimulate interest in the University among students, former students, graduates, family, and friends of FAMU, corporate partners, and others. The alumni association also supports the University through raising funds and providing scholarships to its students.

A preliminary draft of the convention schedule is as follows:

**WHEN: May 29 - June 1, 2025**

**Thursday, May 29, 2025**

- Registration Open/Vendors Open
- Opening Session
- Regional Breakouts
- Welcome Reception

**Friday, May 30, 2025**

- NAA President's Luncheon
- FAMU Golf Outing
- NAA General Sessions
- NAA Executive Board, BOT & Foundation Joint Meeting
- Country Western Fair & Food Trucks

**Saturday, May 31, 2025**

- FAMU NAA Fundraising Breakfast
- Fallen Rattler Ceremony
- Closing Session
- Distinguished Alumni VIP Reception
- Distinguished Alumni Gala

**Sunday, June 1, 2025**

- Alumni Free Time & Departures

**WHERE:**

**Hyatt Regency Frisco/Dallas. TX**

**2615 Preston Road**

**Frisco, TX. 75034**

**Phone: (469) 598-1235**

**<https://www.famualumniconvention.com/hotel-reservation/>**

## About

### ***Florida A&M University and FAMU National Alumni Association***

Florida Agricultural and Mechanical University (FAMU) is one of the largest single-campus historically Black colleges or universities in the nation. The University blends a strong research focus with a commitment to economic empowerment and community service. Founded in 1887 as the State Normal School for Colored Students, the institution began with 15 students and two instructors. Today, FAMU offers more than 95 academic degrees and is the premier school among historically Black colleges and universities.

FAMU contributes to a strong workforce by providing a high-quality, affordable education to students of diverse backgrounds. Latino Leaders Magazine names FAMU as a National Top College for Diversity & Inclusion. Diverse Issues names Florida A&M University as the No. 1 historically Black college or university (HBCU) producer of African American bachelor's degrees in America as well as the No. 1 producer of bachelor's and graduate degrees for architecture/related services. The National Science Foundation names FAMU as the No. 1 HBCU for research and development and the No. 1 institution of origin for Black scientists and engineers. FAMU is listed by U.S. News & World Report as the nation's No. 2 public HBCU in its "Best Colleges" Rankings for 2019. In addition, Forbes Magazine names FAMU as one of "America's Top Colleges." In 2018, Smart Asset ranked FAMU as the No. 2 Best Value College in Florida. For two consecutive years (2017 and 2018), the FAMU National Alumni Association was honored during the National Black College Alumni Hall of Fame Weekend, receiving the National Alumni Association of the Year award. We are extremely proud that our alma mater has received these accolades and look forward to helping more students pursue their education at FAMU, supporting the University's mission of "Excellence with Caring."

The NAA Conference is a premiere event for FAMU alumni, corporate partners, and University supporters to gather and learn about the latest activities and innovations being produced by students and faculty at FAMU. The conference will empower attendees to network and collaborate during a series of leadership workshops, meetings, and receptions. Each session is designed to inform and educate alumni ambassadors regarding the state of affairs at Florida A&M University.

### **NAA Conference Attendees**

Attendees for this event include current FAMU students, recent graduates, seasoned alumni and retirees. Many have served within their communities as political leaders, business owners, educators, physicians, attorneys and civic leaders.

### **About Our Alumni**

- 80,000+ graduates currently comprised of Mayors, civic leaders, corporate CEO's and all-around great citizens who positively impact their respective communities
- Average Income \$73,250
- 75% located in Florida, Georgia, Alabama
- 78% age 35-65
- 55% female
- Approximately 1.5 million combined social media followers



# *Corporate Sponsorship*

We hope that you will partner with the FAMU National Alumni Association To procure one of the listed sponsorship packages, please mail the completed Corporate Sponsor Agreement and payment to the address provided on the form. If you desire to customize a sponsorship package for your company or organization, please let us know. We will work with you to accommodate your request.

## **Sponsorship Levels**

**Diamond - \$50,000**

**Platinum - \$25,000**

**Gold - \$15,000**

**Silver - \$10,000**

**Bronze - \$5,000**

**Patron - \$1000**

## **Diamond \$50,000**



- Company logo listed on national alumni website with link to company website for 1 year
- Logo embossed on FAMU NAA Convention
- Step and Repeat/backdrop banner with company and NAA logo for social media photos and postings
- Allowance for promotional items inside convention bag
- Promotion on FAMU NAA media pages for 1 year (approx. 1.5M reach)
- Inside cover listing in souvenir program
- Eight (8) full convention registrations
- Table and reserved seating Distinguished Alumni Gala (seats 8)
- Eight (8) invitations to DAA VIP reception
- Recognition and Speaking opportunity at NAA President's Breakfast
- Two (2) 30 second promotional ads to be played during convention and embedded on FAMU NAA website and shared on social media channel for 1 year

## **Platinum \$25,000**



- Allowance for up to 4 promotional items inside of convention bag
- Promotion on FAMU NAA media pages for 6 months (approx. 1.5M reach)
- Four (4) full convention registrations
- Four (4) invitations and reserved seating Distinguished Alumni Gala
- Four (4) invitations Distinguished Alumni VIP reception
- One (1) 30 second promotional ad to be played during convention and embedded on FAMU NAA website and shared on social media channel for 6 months
- Full page prominent listing in souvenir program

**Gold**  
**\$15,000**



- Allowance for up to 2 promotional items inside of convention bag
- Promotion on FAMU NAA media pages for 3 months (approx. 1.5M reach)
- Two (2) full convention registrations
- Two (2) invitations and reserved seating Distinguished Alumni Gala
- Two (2) invitations Distinguished Alumni VIP reception
- ½ page listing in souvenir program

**Silver**  
**\$10,000**



- Two (2) full convention registrations
- Promotion on FAMU NAA media pages for 45 days (approx. 1.5M reach)
- Two (2) invitations and reserved seating Distinguished Alumni Gala
- Two (2) invitations Distinguished Alumni VIP reception
- 1/4-page listing in souvenir program

**Bronze**  
**\$5000**



- Two (2) full convention registrations
- Promotion on FAMU NAA media pages for 2 weeks (approximately 1.5M reach)
- Two (2) invitations to Distinguished Alumni VIP Reception
- 1/4-page listing in souvenir program

**Patron**  
**\$1000**

- Two (2) full convention registrations
- Listing in souvenir program



## CORPORATE SPONSOR AGREEMENT

FAMU National Alumni Association, Inc.

2025 FAMU NAA Convention

May 29 - June 1, 2025

[www.FAMUAlumniconvention.com](http://www.FAMUAlumniconvention.com)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Job Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

### PLEASE INDICATE SPONSORSHIP SELECTION:

Diamond \$50,000  Platinum \$25,000  Gold \$15,000  Silver \$10,000

Bronze \$5,000  Patron \$1000

**PAYMENT METHOD:** Check \_\_\_\_\_ Credit Card \_\_\_\_\_

- Please make checks payable: **FAMU NAA Convention**
- Place “**2025 NAA Convention**” and your **sponsor level** in the memo
- For credit card payments, a secure link for payment processing will be forwarded upon receipt of sponsorship agreement

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

### SPONSORSHIP PAYMENTS ARE DUE IN FULL BY April 15, 2025

Please mail the Corporate Sponsorship Agreement and payment to:

#### **FAMU NAA**

**Attn: 2025 FAMU NAA Convention**

**P.O. Box 7351**

**Tallahassee, FL 32314**

Convention Contact  
Chuck Lewis  
Specialprojects@famunaa.org  
(407) 900-7792

Chief of Staff & Corporate Sponsorships  
Contact Alan Armstrong  
Chiefofstaff@famunaa.org  
(678) 427-1680