



RATTLERS

**Southern California Chapter
Florida A&M University National Alumni Association**

Chapter Partnership Opportunities

This document may contain confidential, proprietary, privileged and/or private information. The information is intended to be for the use of the individual or entity designated above. If you are not the intended recipient of this message, please notify the sender immediately, and delete the message and any attachments. Any disclosure, reproduction, distribution or other use of this document by an individual or entity other than the intended recipient is prohibited.



RATTLERS

We are the Southern California Chapter of the Florida A&M University (FAMU) National Alumni Association. As a FAMUly, our aim is to support the University's continued legacy of providing access to high-quality, affordable education with programs and services that guide students toward successfully achieving their dreams. We are reaching out to esteemed partners who have a connection to FAMU and/or who share our commitment to excellence with caring, innovation, and diversity.

Our chapter is planning several events this calendar year, in support of our endowment fund which is used for student scholarships. These events include 'Be Out Day', a community event designed to bring Southern California-based alumni together for a fun-filled day of fellowship and service. We are also introducing 'FAMUly Ties: Fireside Chat Series' highlighting trailblazing FAMU Rattlers and other HBCU alumni who are excelling in entertainment, technology, law, medicine and other industries. These initiatives and events reflect our values of promoting community, as well as investing in the next generation.

It is our aim to develop a longstanding partnership where we can grow together for years to come!

- Shana J. Wilcher
President

ABOUT LA RATTLERS

The Southern California Alumni Chapter, formerly known as the Los Angeles Alumni Chapter of the Florida A&M University National Alumni Association, was first chartered in Los Angeles, California, in the early to middle 1950s. From its inception, the chapter has continued to fulfill its principal mission to collect and generate funds to support the University and its students while upholding the legacy of "Excellence with Caring" throughout Southern California. The success and accomplishments of this Chapter are manifestations of the countless hours dedicated by its leadership and members to meet not only the ever-changing needs of the University but also the needs of the surrounding community.

Programs include:

- FAMU Be Out Day Los Angeles
- FAMUly Ties: Fireside Chat Series
- Annual Gala
- Workshops
- Community Service
- Scholarships for Students
- Recruiting for Students



CHAPTER FACTS

90

ACTIVE CHAPTER MEMBERS

350

TOTAL ALUMNI REACH

55%

% OF MEMBERS BETWEEN 30-45



RATTLERS





WHY PARTNER

- **Impactful Engagement:** Partnering with us offers an opportunity to build community by directly impacting the lives of talented, underrepresented students.
- **Brand Visibility:** Your support will be highlighted through all event materials, press releases, and social media campaigns; showcasing your commitment to more inclusive storytelling in front of a large and engaged audience of FAMU alumni, students, as well as the broader community.
- **Networking Opportunities:** Engage with a vibrant community of FAMU alumni who are established professionals across various industries, including many in media, entertainment, and technology, offering a unique networking and collaboration opportunity.



PROGRAMMING





PROGRAMMING

WORKSHOPS

\$750

Connect with FAMU LA Rattlers members by partnering to bring an active learning opportunity to the community. Lead a mini master's class-level workshop focused on expanding the members' knowledge and experience.

Workshops may include:

- Career Transitions
- Leadership Development
- Cultural Awareness
- Financial Vitality
- Recruitment/Brand Awareness
- Mental Health & Wellness

Benefits include:

- Opportunity to provide marketing materials and giveaways at the event
- Recognition at the event and on social media platforms
- Highlight in LA Rattlers quarterly e-newsletter



PROGRAMMING

MIXERS

\$2,000

Connect with FAMU LA Rattlers by partnering to bring a social engagement opportunity to the community. Mixers are a perfect way to meet in a relaxed setting with attendees from all over the Southern California area. Each mixer will be promoted on the chapter's social media platforms and on the website. If preferred, you may also elect to host the mixer on-site at a company office as well as make it an invitation-only event.

Benefits include:

- Opportunity to provide marketing materials and giveaways at the event
- Recognition at the event and on social media platforms
- Highlight in LA Rattlers quarterly e-newsletter



PROGRAMMING

Other opportunities to build community with us:

- Bowling fundraiser
- Alumni chapter group hikes
- Bi-monthly happy hours
- Silent party
- Winery tour
- FAMU football game watch parties
- Quarterly community service events
- Student sendoff and scholarship award recognition

And more...

STUDENT ENGAGEMENT & COMMUNITY SERVICE



Engage with students from targeted schools. Engagements may include SAT/ACT Prep, College Application Prep, and Career Exposure. The primary objective is to ensure students are prepared for college, and eligible to apply to Florida A&M University as education is paramount in today's rapidly evolving world.

Benefits include:

- Opportunity to directly engage with the students
- Provide back-to-school supplies
- Logo on event t-shirts and/or swag
- Recognition on LA Rattlers social media platforms
- Highlight in LA Rattler's quarterly e-newsletter

'FAMUly Ties: A Fireside Chat Series'

This quarterly fireside chat series highlights trailblazing FAMU Rattlers and other HBCU alumni who are excelling in entertainment, technology, law, medicine and other industries.

This format is comparable to Kevin Harts' "Reality Check" and "My Next Guest Needs No Introduction" with David Letterman. This is designed as an intimate 1-hour long conversation covering the college experience, impactful moments during the course of one's career journey and gems from today.

Benefits include:

- Opportunity to provide marketing materials and giveaways at the event
- Recognition at the event and on social media platforms
- Highlight in LA Rattler's quarterly e-newsletter





FAMU CHANGEMAKERS

FAMUly TIES: A FIRESIDE CHAT SERIES

Suggested List of Participants:

- Jerry Lorenzo
- Bernard and Shirley Kinsey
- Roy Woods, Jr.
- Apuje Kalu
- Adrienne Alexander
- Keisha Senter
- Natalie White
- Arthur Hightower II
- James Bland
- Terri Hines
- Condra Magee
- Don 'Mazi' Mitchell

And more...



BATTLEB



RATTLERS

PARTNERSHIP OPPORTUNITIES



COMMUNITY ACTIVATION

BE OUT DAY LOS ANGELES

This event is inspired by our time on "the highest of seven hills". 'Be Out Day' is a community celebration during the spring semester that takes place on campus with food, music, games, and musical performances by known celebrities and students.

The purpose of 'Be Out Day Los Angeles' is to provide LA Rattlers and the community at-large an opportunity to enjoy themselves while raising money for the chapter's endowment fund used for student scholarships. Bringing a taste of our time at FAMU to Southern California.

Benefits include:

- Recognition at Be Out Day Los Angeles and keynote remarks
- Prominent logo placement in all materials and banners
- Recognition on LA Rattlers social media platforms
- Highlight in LA Rattler's quarterly e-newsletter

PRESENTING SPONSORSHIP \$10,000

Exclusive Benefits

- ✓ Listed as Official Be Out Day LA Presenting Sponsor
- ✓ Prominent logo placement in all events advertising, branding and promotions
- ✓ Eight (8) LA Rattler T-shirts
- ✓ 4 Tickets to Excellence With Caring Gala

Career Outreach

- ✓ 10x10ft Tent space at FAMU Be Out Day LA
- ✓ Access to FAMU So Cal Chapter Member Resumes

Print and Digital Amplification

- ✓ Pop Up Banners at Be Out Day LA
- ✓ Prominent in-venue logo placement, including welcome signage
- ✓ Four (4) social posts on all social media platforms
- ✓ Inclusion in four (4) quarterly e-newsletters

Programming

- ✓ Two (2) Workshops/Seminars of choice during the year (virtual or in-person)

Engagement

- ✓ Sponsorship of one (1) community service event
- ✓ Inclusion in post-event surveys; up to 4 brand-specific questions



RATTLERS

PLATINUM SPONSORSHIP \$7,500

Benefits

- ✓ Listed as Official Be Out Day LA Platinum Sponsor
- ✓ Prominent logo placement in all events advertising, branding and promotions
- ✓ Four (4) LA Rattler T-shirts
- ✓ 4 Tickets to Excellence With Caring Gala

Career Outreach

- ✓ 10x10 Tent space at FAMU Be Out Day LA
- ✓ Access to FAMU So Cal Chapter Member Resumes

Print and Digital Amplification

- ✓ Pop Up Banners at Be Out Day LA
- ✓ Prominent in-venue logo placement, including welcome signage
- ✓ Two (2) social posts on all social media platforms
- ✓ Inclusion in Two (2) quarterly e-newsletters

Programming

- ✓ One (1) workshop of choice during the year (virtual or in-person)

Engagement

- ✓ Sponsorship of one (1) community service event
- ✓ Inclusion in post-event surveys; up to 2 brand-specific questions



RATTLERS

PARTNERSHIP OPPORTUNITIES

GOLD SPONSORSHIP \$5,000

Benefits

- ✓ Listed as Official Be Out Day LA Gold Sponsor
- ✓ Prominent logo placement in all events advertising, branding and promotions
- ✓ Two (2) LA Rattler T-shirts
- ✓ 4 Tickets to Excellence With Caring Gala

Career Outreach

- ✓ 6ft table space at FAMU Be Out Day LA
- ✓ Access to FAMU So Cal Chapter Member Resumes

Print and Digital Amplification

- ✓ Pop Up Banners
- ✓ Prominent in-venue logo placement, including welcome signage
- ✓ One(1) social posts on all social media platforms
- ✓ Inclusion in one (1) monthly e-newsletter

Engagement

- ✓ Sponsorship of one (1) community service event
- ✓ Inclusion in post-event surveys; up to 4 brand-specific questions



RATTLERS

COMMUNITY IMPACT SCHOLARSHIP EVENT

LA Rattler TOPGOLF Event

This scholarship event will be hosted at the El Segundo, CA Topgolf location. The purpose of this setting is to provide LA Rattlers and the community at-large an opportunity to enjoy themselves while raising money for the chapter's endowment fund used for student scholarships.

These funds will be used to award scholarships to prospective and current students from Southern California who choose to pursue their education at Florida A&M University.

Benefits include:

- Recognition at the event and on social media platforms
- Mutually agreed upon amount of Bays at Topgolf Event
- Highlight in LA Rattler's quarterly e-newsletter



COMMUNITY IMPACT SCHOLARSHIP EVENT

Gold Bay Sponsorship | \$5,000

- Four (4) Bays at Top Golf Event (6 people per bay)
- Organization's logo displayed prominently during event
- Recognition at the event and on social media platforms

Silver Bay Sponsorship | \$2,500

- Two (2) Bays at Top Golf Event (6 people per bay)
- Organization's logo displayed prominently during event

Bronze Bay Sponsorship | \$1,500

- One (1) Bay at Top Golf Event (6 people max per bay)
- Organization's logo displayed prominently during event

ENGAGEMENT

EXCELLENCE WITH CARING GALA

Presenting Partner

\$10,000

The Excellence with Caring Scholarship Gala is a festive, high-profile event focused on raising scholarship funds to support the students attending Florida A&M University from the Southern California area. The gala celebrates the accomplishments and achievements of the best and brightest alumni in all industries and our community.

Join us for an upscale affair as we honor those who are game changers and exemplify Black excellence.

Benefits include:

- Keynote speaking opportunity
- Reserved tables for your organization
- Opportunity to provide marketing materials and giveaways at the event
- Organization's logo displayed prominently during the event
- Recognition on LA Rattlers social media platforms



Patron Partner | \$8,000

Benefits include:

- One (1) reserved table for your organization
- Branded hosted cocktail hour before the gala
- Opportunity to provide marketing materials and giveaways at the event
- Organization's logo displayed on signage during the event
- Recognition on LA Rattlers social media platforms

Individual Tables | \$1,000

Benefits include:

- One (1) reserved table for your organization
- Organization's logo displayed on signage during the event

Individual Ticket | \$150

CONTACT



Shana Wilcher

President, FAMU NAA So Cal Chapter

President@larattlers.com

Info@larattlers.com

www.larattlers.com

In closing, we are excited for the opportunity to develop a long standing partnership where we can make a meaningful difference in the community, specifically in the lives of students, alumni and young professionals.

Thank you for considering this proposal. We look forward to the possibility of working together to create an impactful and lasting legacy.