

SOUTH CAROLINA STATE UNIVERSITY
130TH ANNIVERSARY

Garnet & Blue EXTRAVAGANZA

SPONSORSHIP PACKET



Hosted by President Col (Ret.) Alexander and First Lady Agatha Conyers

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130TH ANNIVERSARY

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EXTRAVAGANZA

Saturday, April 18, 2026 | Willie Jeffries Field, Oliver C. Dawson Stadium

PURPOSE

To celebrate 130 years (1896–2026) of South Carolina State University's excellence and raise \$1.3 million in support of student scholarships and key university priorities that advance academic excellence, innovation, and student success.

THEME

Honoring the Past. Investing in the Future.





KEY SC STATE POINTS OF PRIDE

THE POWER OF SC STATE: 130 YEARS OF BULLDOG TENACITY

ACADEMIC EXCELLENCE & LEADERSHIP

- **Founded in 1896**, South Carolina State University (SC State) is the **only public Historically Black College and University (HBCU) in South Carolina**.
- Recognized for its national and global research impact, SC State is now South Carolina's only R2: High Research Activity Institution and joins Clemson, USC and MUSC as Carnegie-classified research universities.
- Home to the state's only **undergraduate Nuclear Engineering program**, producing more African American nuclear engineers than any other university in the nation.
- Distinguished, accredited programs in **Speech Pathology & Audiology, Education, Business, Biology, Engineering, Criminal Justice, Computer Science, Agriculture and the Humanities** prepare students to compete globally.
- A proud **1890 land-grant institution**, SC State delivers high-impact research and community outreach through its **1890 Research & Extension Program**.
- The only NCAA Division I athletics program among South Carolina's HBCUs
- Home of the world-renowned Marching 101 Band, celebrated for its precision, power, and pageantry



GROWTH & INNOVATION

- South Carolina State University **generates an annual economic impact exceeding \$250 million** in Orangeburg, the surrounding region, and across the state of South Carolina. In addition, SC State Public Service and Agriculture (1890 Research & Extension) **contributes more than \$70 million in economic impact throughout the state of South Carolina.**
- Among the **fastest-growing universities in South Carolina**, SC State is experiencing an era of remarkable expansion and transformation.
- More than **\$200 million in new construction and capital improvements** is reshaping the Orangeburg campus, including:
 - A **state-of-the-art Academic Building** for next-generation teaching and research.
 - **Modern residence halls** providing more than 700 beds for students.
 - A **new University Library and Learning Commons** designed for innovation and collaboration.
 - A **Transportation and Innovation Center** that will position SC State as a regional hub for logistics, mobility, and smart infrastructure.
- Strategic partnerships with **Dominion Energy, Duke Energy, Boeing, BMW, Scout Motors, and the U.S. Department of Energy** are driving innovation, workforce development, and applied research.
- Over **80 percent of SC State students** receive financial assistance. Many are first-generation college students whose lives are transformed through opportunity and access.

KEY SC STATE POINTS OF PRIDE

THE POWER OF SC STATE: 130 YEARS OF BULLDOG TENACITY

ALUMNI ACHIEVEMENTS

- A global network of **more than 40,000 living alumni** in business, education, engineering, government, the military, and public service.
- SC State has produced **more African American generals than any university in the nation except Westpoint**, earning its reputation as the **“Home of Generals.”**
- The Bulldog Battalion has produced over 2,000 leaders in the United States Armed Forces.
- SC State also boasts more **NFL Hall of Famers than any other university in South Carolina**, including legendary Bulldogs **Marion Motley, Donnie Shell, Harry Carson, and Deacon Jones**.
- The **#1 University** in South Carolina for producing African American teachers, principals, and superintendents—shaping the state’s educational future through excellence in teacher preparation and leadership.
- South Carolina State University continues to produce NFL stars who embody Bulldog Tenacity. Current Bulldogs in the league include **Antonio Hamilton** (Commanders), **Javon Hargrave** (Vikings), **Alex Taylor** (Browns), and **Decobie Durant** (Rams) — proving that greatness starts at **SC State**.





BULLDOG TENACITY

- Under *The Power of SC State: A Capital Campaign to Elevate Excellence*, the University achieved **record fundraising totals**, a **40 percent increase in donors**, and **unprecedented alumni engagement**.
- SC State achieved the highest alumni giving rate in its **129-year history — 15.2 percent — surpassing the national average for public universities**.
- **The Thomas E. Miller Society: Celebrating Growth and Generosity** - Established in 2006, the **Thomas E. Miller Society recognizes donors whose lifetime giving to South Carolina State University totals \$100,000 or more**. From 2006 to 2021, 35 members were inducted. Since 2022, an additional 51 members have joined—reflecting unprecedented philanthropic momentum. The 2025 class represents the largest in the history of the Miller Society Induction Program, underscoring the growing commitment of major donors to elevate excellence and sustain The Power of SC State.
- Bulldogs everywhere embody resilience, pride, and purpose, the defining spirit of **Bulldog Tenacity** that fuels the University's progress and propels it toward a bold future.

MISSION & VISION

MISSION

To prepare highly skilled, competent, and socially aware graduates who will become global leaders committed to service, integrity, and excellence.

VISION

To be recognized as a premier, accessible, and transformative institution that continues to shape the future through academic rigor, innovation, and Bulldog Tenacity.





South Carolina State University



ABOUT THE EVENT

South Carolina State University will celebrate 130 years of Bulldog Tenacity at the 130th Anniversary Garnet & Blue Extravaganza on historic Willie Jeffries Field at Oliver C. Dawson Stadium in Orangeburg, South Carolina.

- **Date:** Saturday, April 18, 2026
- **6:00 p.m.** – Pre-Event VIP Reception & Red Carpet Experience
- **7:00 p.m.** – Event Program

This elegant affair will feature dinner, awards, and live entertainment under the stars. Proceeds from the event will directly benefit student scholarships and key university priorities, and all gifts will count toward **The Power of SC State: A Capital Campaign to Elevate Excellence.**

The Garnet & Blue Extravaganza will bring together alumni, donors, corporate partners, and community leaders to celebrate South Carolina State University's proud 130-year legacy of excellence, leadership, and impact.

"This historic milestone offers us a moment to reflect on the power of Bulldog Tenacity and the incredible journey from 1896 to 2026," said President Alexander Conyers. "Our goal is to invest in the next generation of scholars and leaders who will continue to elevate excellence at SC State."

Over the years, SC State supporters have raised millions of dollars through fundraising event and campaigns

to provide need- and merit-based scholarships for deserving students—many of whom are first-generation college students. **The 130th Anniversary Garnet & Blue Extravaganza aims to raise \$1.3 million to expand scholarship access and strengthen academic programs across the University.**

Guests will enjoy a night to remember, featuring a Red Carpet arrival, VIP cocktail reception, student performances, and the Bulldog Legacy Awards, which honor distinguished alumni, philanthropic partners, and community champions who embody SC State's enduring spirit.

EVENT LEADERSHIP

HOSTS

President Col (Ret.) Alexander & First Lady Conyers

CO-CHAIRS

Henry "Hank" & Iva Allen

Jameel Allen

Hope Doe

EXECUTIVE LEADERSHIP

Dr. John Michael Lee, Jr., CFRE
Vice President for University Advancement

Dr. Gerald Smalls
Vice President for Finance & Administration

Ms. Shondra Abraham
Chief of Staff



SPONSORSHIP LEVELS & RECOGNITION



LEVEL	INVESTMENT	KEY BENEFITS
Title Sponsor	\$250,000	<ul style="list-style-type: none"> • Exclusive naming rights • 4 premium tables (40 guests) with premiere priority seating to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza • 40 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers • Full-page ad (inside front cover) in Program booklet • Logo on all collateral and LED screens • Name listed as “Title Sponsor” in program and on all recognition signage. • Official recognition during the SCSU 130th Anniversary Garnet & Blue Extravaganza including on-stage recognition • Invitation to host a special recruitment event for SC State students in the Fall and Spring • Invitation to participate in the SCSU’s Fall and Spring Recruitment Fair • Check presentation during the 2026 Homecoming Football Game (October 24, 2026) • Logo/partnership recognition on SCSU website and Mobile App (1-year) • One meeting per semester with selected students from various majors • Media mentions in all press releases • Additional customizable branding opportunities



LEVEL

**Presenting
Sponsor**

INVESTMENT

\$100,000

KEY BENEFITS

- 3 premium tables (30 guests) with priority seating to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza
- 30 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers
- Full-page ad in Program booklet
- Logo on all collateral and LED screens
- Official recognition during the SCSU 130th Anniversary Garnet & Blue Extravaganza including on-stage recognition
- Name listed as “Platinum Sponsor” in program and on recognition signage.
- Invitation to host a special recruitment event for SC State students in the Fall and Spring
- Invitation to participate in the SCSU’s Fall and Spring Recruitment Fair
- Check Presentation during the 2026 Homecoming Football Game (October 24, 2026)
- Logo/partnership recognition on SCSU website and Mobile App (1-year)
- One meeting per semester with selected students from various majors
- Media mentions in all press releases
- Additional customizable branding opportunities

SPONSORSHIP LEVELS & RECOGNITION



LEVEL	INVESTMENT	KEY BENEFITS
Platinum Sponsor	\$50,000	<ul style="list-style-type: none">• 2 premium table (20 guests) with priority seating to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza• 20 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers• Full-page ad in Program booklet• Logo on all collateral and LED screens• Official recognition during the SCSU 130th Anniversary Garnet & Blue Extravaganza including on-stage recognition• Name listed as “Platinum Sponsor” in program and on recognition signage.• Invitation to host a special recruitment event for SC State students in the Fall• Invitation to participate in the SCSU’s Fall and Spring Recruitment Fair• Check Presentation during the 2026 Homecoming Football Game (October 24, 2026)• Logo/partnership recognition on SCSU website and Mobile App (1-year)• Media mentions in all press releases



LEVEL	INVESTMENT	KEY BENEFITS
Gold Sponsor	\$25,000	<ul style="list-style-type: none">• 2 premium table (20 guests) with priority seating to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza• 10 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers• Half-page ad in Program booklet• Logo on all collateral and LED screens• Official recognition during the SCSU 130th Anniversary Garnet & Blue Extravaganza to include an verbal acknowledgement• Invitation to host a special recruitment event for SC State students in the Fall• Invitation to participate in the SCSU's Fall and Spring Recruitment Fair• Check Presentation during the 2026 Homecoming Football Game (October 24, 2026)• Logo/partnership recognition on SCSU website and Mobile App (1-year)• Media mentions in all press releases• Name listed as "Gold Sponsor" in program and on recognition signage.

SPONSORSHIP LEVELS & RECOGNITION



LEVEL	INVESTMENT	KEY BENEFITS
Silver Sponsor	\$10,000	<ul style="list-style-type: none"> • One (1) table with priority seating (10 guests) to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza • 6 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers • Quarter-page ad in Program booklet • Name listed as “Silver Sponsor” in program and on recognition signage.
Blue Supporter Table Sponsor	\$5,000	<ul style="list-style-type: none"> • 1 table (10 guests) to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza • 4 VIP Tickets to the VIP Reception hosted by President and First Lady Conyers • Name listed as “Blue Supporter” in program and on recognition signage.
Garnet Supporter Table Sponsor	\$2,500	<ul style="list-style-type: none"> • 1 table (10 guests) to celebrate the scholars and honorees at the SCSU 130th Anniversary Garnet and Blue Extravaganza • Name listed as “Garnet Supporter” in program and on recognition signage.



LEVEL	INVESTMENT	KEY BENEFITS
Tenacity Supporter Sponsor	\$1,500	<ul style="list-style-type: none"> • 4 General Admission Tickets to Celebrate Scholars and honorees at the SCSU 130th Anniversary Garnet & Blue Extravaganza • Name listed as Tenacity Supporter In the program and on recognition signage
Individual Ticket (Premier)	\$500	Individual admission to the Event with preferred seating and access to the VIP Reception and Red Carpet Experience. Premier guests will also have the opportunity to request to be seated together.
Individual Ticket (General)	\$250	Individual admission to the Extravaganza (standard seating). Please note that standard seating is assigned and cannot be guaranteed for guests wishing to sit together.
Individual Ticket (Faculty & Staff)	\$130	Individual admission to the Extravaganza (standard seating). Limited to two tickets per faculty and staff.

SPECIAL RECOGNITION OPPORTUNITIES

- **Bulldog Legacy Investors (\$25,000+)** – One-time named scholarship recognition.
- **130 Founders Circle (\$10,000+)** – Honored with special medallions and recognition at the event.
- **Corporate Champion Awards** – Recognition of partners advancing SC State's mission.
- **Silent Auction & Paddle Raise** – Featuring exclusive experiences and student success stories.

All contributions, sponsorships, tables, and tickets will be counted toward The Power of SC State: A Capital Campaign to Elevate Excellence.

MARKETING & VISIBILITY BENEFITS

Sponsors receive recognition across multiple platforms:

- Event website: www.scsu.edu/garnetandblue and digital donor wall.
- Social media campaigns: **#BulldogTenacity130** and **#GarnetAndBlue**.
- Inclusion in statewide media coverage and university press releases.
- On-site signage, LED screen placement, and step-and-repeat photo backdrop.
- Post-event *Impact Report* distributed to over 20,000 alumni and donors.





CONTACT INFORMATION

Division of University Advancement

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www.scsu.edu/garnetandblue

Join Us in Celebrating 130 Years of Bulldog Tenacity

Your investment will help ensure that future generations of Bulldogs continue to lead with excellence, integrity, and purpose. Together, we can honor the past while building a bold and boundless future for South Carolina State University.

Every sponsorship, table, and donation in support of the Garnet & Blue Extravaganza will directly advance the priorities of The Power of SC State: A Capital Campaign to Elevate Excellence.

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